

# PREMLATA PANT

Contact: +91-8506000885/ E-Mail: premlata.negipant@gmail.com

## Education

Sales &  
Marketing

Operations  
Management

Business  
Operations

Key Account  
Management

Customer  
Service

Cost  
Optimization/  
Control

Team  
Building/ Sales  
Training

## Education

MBA  
(Marketing &  
Finance) from  
Allahabad

## BUSINESS SALES & OPERATIONS

13+ years experienced & result oriented sales leader with the ability to formulate the sales strategy, manage wide sales, develop alliances, manage client relationships & lead teams in multiple domains.

**Location Preference:** Delhi/ NCR

### Profile Summary

- A competent professional **with 13 years** of rich experience in Education industry
- Significant experience in **strategic development of new business** for targeting opportunities, driving sales cycles, achieving sales/ revenue goals by deploying lead generation campaign strategy
- Build a sales forecasting mechanism for the organization
- Exposure in **managing sales, business development** and **key account management** to meet pre-defined revenue and business targets
- Capabilities in **product-positioning and research** to ensure that the product's communications are built on a relevant and differentiating foundation that gains a compelling place in the consumer's mind
- Expertise in **managing all aspects of marketing** including product enhancements, competitive analysis, market forecast and product positioning
- Skilled in **consulting with key decision makers** to understand evolving business priorities and determine the best approach to position marketing tools with the client
- Excellence in channelizing the **pre-sales and post-sales support** system to reduce lead-time and increased customer satisfactions
- Proficient in maintaining **effective employee relations with staff** across all hierarchical levels in the organization on day-to-day matters through role enrichments, feedback sessions & disciplinary proceedings, thereby establishing a collaborative culture through continuous engagements
- **Excellent communicator** with a consultative style, strong negotiation & team leadership skills and a keen client needs assessment aptitude

### Employment Details

**Jan'14 – March'20: HT Learning Centers Ltd., HT Studymate & Englishmate**

**Role:**

**As Area Manager**

- Accountable to devise & drive all BTL elements, lead a team of 5-7 people including in centers sales & marketing activities to ensure adequate lead generation for the centers.
- Accountable to build & implement processes basis strategic data analysis using ERP tools (Lead squared, in-house develop ERPs) and increase conversion of leads to walk-in and final enrollment.

University in  
2005

**B.Sc.** from  
Kumaon  
University in  
2002

## Personal Details

**Date of Birth**  
1<sup>st</sup> June 1980

**Languages  
Known**  
English and  
Hindi

**Present  
Address**  
Mayurdwaj  
Apartment, I.P  
Extension,  
New Delhi-92

- Own the sales funnel and optimize the conversion across all stage
- Build and manage the sales team for servicing the funnel and counselling for admission in order to achieve the targets
  - Train and mentor the team to ensure that each person is meeting their potential
  - Build and execute on-boarding and on-job training modules and practice
  - Timely monitoring and review of counsellors for performance upkeep
- Accountable to conduct marketing activities in association with schools, RWAs, channels (stationary shops, uniform shops etc) in the local catchment areas to build new database/lead.
- Work closely with the marketing, and academic teams to provide feedback from prospective students
- Strategizing diverse sales, promotion and branding activities starting market research to installation of glow sign board and news paper ads for revenue generation in assigned territory.
- Responsible to improve brand image, customer and consumer satisfaction with strategic service delivery approach.
- Accountable to improve center visibility by taking adequate measures such as installation of glow sign board, banners, sunpacks, lollipop board etc at strategic locations.
- Executing the long term business directions of the region to ensure maximum profitability
- Detailed analysis of MIS reports to ensure and enhance the overall productivity of team at center.
- Trend Analysis on various aspects/offerings with ERP tools and ensure effective measures taken to increase productivity of team and center.
- Assessing all team's performance and motivating them to reach targets
- Ensuring customers satisfaction by achieving delivery timelines and timely service.

## Highlights:

- Augmented revenue by 12% by the implementation of overall Marketing activities and focused on services and delivery as well as efficient Sales Planning strategy.
- Developed strategic and sales plans which resulted in increase revenue in overall sales and gross margin.

- Amplified customer base through maintaining KYC and referrals through effective relationships, Customer service, business development and new updation.
- - Create smart reports for the organization, management, and the sales team to reflect upon the performance
  - Build a robust system of data collection and analysis in order to identify gaps in the sales process and fill them with relevant measures
  - Build a sales forecasting mechanism for the organization
- Expanded sales by 11% through innovative selling techniques such as Diff pitch, rigours follow up, tour of the center and comparison sheet with other competitors to know how we are better than others.
- Collaborated with internal and external stakeholders to acquire technical and customer information to enable effective pitching for new business accounts.

## **Aug'12 – Sep'13: IMS Learning Resources Pvt. Ltd., Location as Center Head**

### **Role:- As Manager**

- Establishing growth in piping business of company by generating revenue with existing 150 clients and adding new clients with optimum utilization of resources

### **Attended walk-ins, conducted BTL in 25 School in near by area to generate business and rendered support to other marketing activities**

- Accountable to work in cohesion with cross functions, vendors and resolve conflicts between teams.
  - Also accountable to increase capability of team member by conducting regular training, supervision and monitoring, displaying leadership skills and hence develop a bench for future.
- Trained Counselors in areas, they needed to improve in to ensure 100% quality deliverance
- Managed all the operations & Sales in the branch
- Delegation of work and responsibilities with extra handholding.
- Identify the needs of prospective students and provide relevant counselling using various media.

Studying marketing trends, tracking competitors activities and providing inputs for fine-tuning sales and market strategies -

- . i) Deploy marketing resources effectively viz promoters, collaterals, leaflets, etc

ii) Capture all relevant information of Walkins/customers effectively in the CRM

- Impart product training to Interns and New joinees
- Ensured excellent education delivery to the enrolled students along with a team of Faculty and Counselors.
- Batch Formation
- Providing service to all the existing customers for healthy renewals.
- Maintained all students fees accounts entry in the software and cash vouchers details for audit reports.
- Planned marketing activities to achieve volume estimations & review effectiveness

### **Oct'11 – Jun'12: SmartPrep Education Pvt. Ltd., Location as Center Manager**

#### **Role:**

- Managed entire center/ branch operations
- Checked cash collection/ cheque collection, deposits, petty cash register on daily basis
- Accountable to devise and drive all BTL activities to generated footfalls at the center and created awareness in the market.
- Developed business through tie-ups with various coaching institutes and schools
- Ensured centre profitability by revenue generation and managing operating cost
- Organized seminars & information desk in schools, colleges and coaching centers
- Maintained excellent education delivery to the enrolled students along with a team of Faculty and Counselors
- Accountable to improve center's visibility as per the centre's territory and push products for the month
- Planned collection targets, revenue targets and fresh enrollments as per budgets and regional push products
- Undertook centre resource planning for maximum utilization, staff productivity and earning per seat

### **Feb'08 – May'11: Frameboxx Animation & Visual Effects Pvt. Ltd. as Center Manager**

#### **Growth Path:**

Joined as Center Coordinator. Promoted as Center Manager

#### **Role:As Center Manager**

- Worked as an In-charge of allocated area for Sales & operations of centers
- Ensured utilization of resources for smooth functioning of branch operations
- Developed relationships with different educational institutions.
- Accountable to work in cohesion with cross functions, vendors and resolve conflicts between teams.
- Generated enquiries and walk-ins in the centers by different modes

- Managed the profitability of the centre
- Maintained system compliance and streamlined academic operations through proper data analysis of faculty feedback and scheduled online reports
- Verified all the collection entry in the software and maintained petty cash register on daily basis
- Trained and managed Academic Advisors

#### **As Center Coordinator**

- Managed sales and overall operations of the center
- Maintained accounts of existing students and fee collections
- Arranged product training for academic advisors
- Worked as a Center Representation at regional level for various marketing activities & training programs

### **Oct'05 – Jul'07: Frankfinn Institute of Air Hostess Training, Location as Senior Academic Advisor**

#### **Role:**

- Led workshops in a colleges and participated in events.
- Map key competitor offerings to build a stronger FIAT offerings
- Responsible to generate the revenue.
- To increase %age conversion of enquiry to walkin and enrollment through continuous sales training & objection handling efforts.
- Maintained students fees record and their deposit in bank
- Managed telephonic enquiries
- Own the CRM and put in place best practices for the platforms involved
- Managed the accounts related all queries like cash deposit, collection and petty cash on day-to-day basis
- Collected fee and prepared DSR report

### **Significant Achievements**

- Got recognition of outstanding Sales achievement in FIAT in 2006 year.
- Appreciated to Generated highest business (seventy lakhs) by Pitampura center in Jul'08 in the first business year of the company in FrameBoxx animation.
- Led the Pitampura Center towards achieving the second position among all the centers of Frameboxx in India in 2008 – 09
- Awarded as a consistent 90% achiever in 6 month in 2015. I was selected amongst nearly 150 people to have met with the Celebrity.
- Ensured 157% achievement of revenue in Oct'14 amongst 12 centers Delhi/ NCR in HTLC
- Awarded for Excellent performance in **Grand Friends Forever** Referral programme held in 2016 in HTLC.
- Nominated my centers as a Best Centers during the HTLC Awards in 2017.
- Certificate of Appreciation as **"STAR PERFORMER"** of month of May'19 in Englishmate by HTLC.

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