

Alok Kr. Sinha

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~ Key Account Manager ~

With more than **14+ years** of qualitative experience in:

- Franchise Development - Administrative Management - Partnerships
- Business Development - Sales & Marketing - Franchise Sales

- Presently associated with **upGrad Education Pvt. Ltd.**
- A strategic thinker with a flair for charting out strategies for a sale & channel management and contributing towards enhancing business volumes & growth & achieving profitability norms.
- Versatile Administrative Manager who applies exceptional organizational skills while overseeing both smaller and larger
  administrative teams.
- Adept at coordinating meetings and conference calls planning itineraries and designing detailed spreadsheets.
- Focused on ensuring efficient office operations through effective management methods.
- Possess excellent interpersonal, analytical, trouble shooting and team building skills with proven ability in establishing quality systems / procedure & planning / managing resources.

➢ Areas Of Exposure

Business Development & Marketing

- Identifying & networking with prospective clients; generating business from existing accounts and achieving profitability and increased sales growth.
- Demonstrating SaaS based software products
- Analyzing market trends & tracking competitor activities and providing valuable inputs for product enhancement & fine tuning sales & marketing strategies.

People Management

- Recruiting, training & monitoring the performance of team members to ensure efficiency in sales, operations & meeting of individual & group targets.
- Conducting meetings for setting up sales objectives and designing or streamlining processes to ensure smooth functioning of sales operations

Administrative Management

- Capable of managing multiple tasks with an emphasis on retaining quality standards
- Ability to quickly assess and prioritize projects and office tasks
- Familiar with all MS Office Suite applications
- Proficient at evaluating problems and quickly devising practical solutions
- Ability to meet tight deadlines
- Good team player and motivator
- Excellent research skills
- Solid communications skills.

➢ Career Graph

upGrad Education Pvt. Ltd. **State Head, Channel Sales (Bihar)**
Oct 2021 – Till Date

Significant Achievements

- ❖ Sold topline education products in the within the span of 2 months of joining.
- ❖ upGrad Jeet **(50 units)** and Knowledgehut (Full stack dev & AWS developer associate training)

- ❖ Extra mile – Helping and motivating the Channel Partners/ Franchise to convert the potential leads.

Roles and Responsibilities: The key deliverables include:

- Managing and Handling the BTL team – for branding & marketing campaigns to thrive the sales of the CP's/ franchise
- Maintaining relationships with existing channel partners/ franchise and engaging with them to evolve business models
- Revenue generation of the CP's & Franchises and meeting their revenue targets will be a major responsibility
- Implement brand awareness building programs and new product communication programs for all franchisees
- Coming up with new marketing strategies & out of the box marketing ideas and ensure with their implementation
- Keep the CP's/ franchisees motivated and assist them with all the contingencies
- Liaise with the Marketing and Business Support team on the planning of setting up the Franchisee operations
- Co-ordinate, setup and manage new outlets opening from ground zero to smooth opening

TABLT (INYT Tech Pvt. Ltd.). **Key Account Manager -Team Lead (Bihar)**
Jan 2021 – Oct 2021

Significant Achievements

- ❖ Onboarding of 60 plus Franchises in Bihar in the span of month of 6 months
- ❖ Extra mile – Helping and motivating the Business Development team to convert the potential leads.
- ❖ Achieving overall 22% sales growth in the month of July & August.

Roles and Responsibilities: The key deliverables include:

- Managing KAM Team of 6 KAM's
- Preparing monthly business review pack for management to understand the monthly sales
- Building metrics and reports like demand-supply metrics. Cash collections status report and customer data reporting etc.
- Training to new onboarded internal and external clients on the CRM and work culture
- Managing the smooth workflow within team members and encouraging a high productive team
- Responsible for the regular payment collection from the franchise by maintaining a healthy relationship
- Accountable to company's capital involved with franchise in the term of Sales (COD), Sales returns, dispute and others
- Maintaining relationships with existing franchisees and engaging with them to evolve business models
- Revenue generation of the various TABLT pharmacy franchisees and meeting their revenue targets will be a major responsibility
- Implement brand awareness building programs and new product communication programs for all franchisees
- Handling the branding & marketing campaigns to thrive the sales of the franchise
- Coming up with new marketing strategies & out of the box marketing ideas and ensure with their implementation
- Keep the franchisees motivated and assist them with all the contingencies
- Liaise with the Marketing and Business Support team on the planning of setting up the Franchisee operations

- Co-ordinate, setup and manage new outlets opening from ground zero to smooth opening
- Launching and setting up Pre-opening Franchisee into Opening
- Closely monitor the money leakage (Dead loss and delay in the collection) of the company by maintaining the AR sheet

Franchise India Brands Ltd. **Branch Head (Bihar)**
Feb 2018 – Dec 2020

Significant Achievements

- ❖ 2018-19 - Successfully closing two Exclusive Showroom deals of Relaxo Footwears Ltd. in Patna (Phulwari & Raza Bazaar).
- ❖ 2018-19 - Awarded as the Best Branch (highest revenue) PAN India
- ❖ 2019-20 - Awarded as the top 5 Branch PAN India

Roles and Responsibilities: The key deliverables include:

- Selling Franchisee and exploring new markets across India.
- Explaining the FRANCHISE MODEL (Investment, Fixed Expenses, Variable Expenses, R.O.I, Profit Share etc) to the prospective franchise partner
- Frequent participation in Exhibitions, Trade Shows etc PAN India.
- Networking with small business people and investor in order to establish potential business ventures.
- Attending Networking events, trade shows, chamber meetings as well as any other assigned or recommended events.
- Responding to and handles unfamiliar situations with limited or no supervisory guidance.
- Protecting organizations value by keeping information confidential.
- Making recommendations or decisions as required.
- Identifying the potential Investors through various sources.
- Locating or propose potential business deals by contacting potential partners: discovering and exploring opportunities.
- Investigating business activity and industry trends and competition
- Screening potential business deals by analyzing market strategies, deal requirements, potential, and financial; evaluating options: resolving internal priorities.
- Developing negotiating strategies and position by studying integration of new venture with company strategies and operations; examining risks and potentials; estimating partners needs and goals.
- Closing new business deals by coordinating requirements; developing and negotiating contracts; integrating contract requirements with business operations.

Eduloka Software (P) Ltd. **Business Development Manager (Patna)**
June 2015 – Feb 2018

Roles and Responsibilities: The key deliverables include:

- Business Development Lead
    - o Handling end to end sales & BD activities.
    - o Developing proposal documents and other important documents required for business partnership.
    - o Generating leads and increasing sales of ERP software solutions in various sectors like education, retail, hospitality etc.
    - o Responsible for promoting company developed ERP & software Products smart-e-school, and web site solutions.
    - o Cross selling for other hardware products and enterprise solutions.
    - o Responsible for coordinating with the clients for fulfilling complete sales life cycle.

- Client Relationship Management
    - Manage client from end to end; includes regular interaction with the client to strengthen the relationship and be on top of identifying opportunities to act as a solutions provider
    - Identify opportunities to cross-sell and provide value-adds to the clients
    - Proposals development and conduct scoping and effort estimation for projects in the pipeline to provide prior visibility to the client
    - Conduct training and develop training modules at an organizational level
    - Engage in various organizational initiatives including new product development, portal management and ideating for new concepts at organization level to develop methodologies and standardize processes

Century Ply India Ltd. ***Senior Sales Executive (Patna)***
April 2014 – April 2015

Roles and Responsibilities: The key deliverables include:

- Business Development & Marketing
- Channel Management
- Responsible for meeting sales target through institutions, Architects, Govt. projects etc.
- Responsible for brand awareness through Architect's meet, Carpenter's meet etc.
- Relationship Management
- Analysis of Market
- Coordination with other departments in order to ensure timely processing of Policy and Customer satisfaction

I-Cube Systems Pvt. Ltd. **Sr.Business Development & HR Administrator (Noida)**
March 2011 – March 2014

Roles and Responsibilities: The key deliverables include:

- Client Relationship Management
    - Manage client from end to end; includes regular interaction with the client to strengthen the relationship and be on top of identifying opportunities to act as a solutions provider
    - Identify opportunities to cross-sell and provide value-adds to the clients
    - Proposals development and conduct scoping and effort estimation for projects in the pipeline to provide prior visibility to the client
    - Continuous coordination on behalf of the client to keep track of all the projects within the organization and assess any support requirements
    - Building reports on New Market opportunities, Competition, Segment-wise Growth, New Players Entry
    - Conduct training and develop training modules at an organizational level
    - Engage in various organizational initiatives including new product development, portal management and ideating for new concepts at organization level to develop methodologies and standardize processes
    - Continuous development of long and short term price and sales forecast models and market outlook report

- In-house capability Development:
    - Managing and continuous development of In-house online market intelligence portal and databases
    - Conducts continuous track on forecast accuracy and model updates
    - Worked on marketing collaterals and white paper
- HR & Administrative Management
    - Developed effective Organization structure with smooth reporting and better functioning, eliminating duplicity of work, resulting in increase in productivity
    - Recruiting, training & monitoring the performance of team members to ensure efficiency in sales, operations & meeting of individual & group targets

- Office Administration
- Employee Grievance resolution
- Liaise with external partners, like Labor office, ESIC, EPF, MCD and ensure legal compliance.
- Documentation, Filling and Maintenance of Records
- Provision of office stationary and maintain stock level and issue details.
- Vendor Management
- Monthly vendor bill payments

Significant Achievements

- ❖ Successful launch of MunshiOnline.com a web based Case Management & Trademark Management product for lawyers in India.
- ❖ Participated in 'Economic Times Power of Ideas' and got selected for 'Elevator Pitch (3rd round)'
- ❖ Handled a Team of 10 sales executives and turned them into performers within a span of 3 months.
- ❖ All the New Hire Trainees mentored by me turned out to be achievers in subsequent months.
- ❖ Worked out a mechanism for random audits to be conducted internally, which proved to be more effective and resulted in increased compliance.
- ❖ Joined I-Cube Systems as a Bid Manager and got internal promotion as Sr. Manager, Business Development in just 13 months.

EXL Service **Subject Matter Expert – US Insurance Process**
July 2008 – March 2011
Individual Contributor + Team Handling Role: The key deliverables include:

- Reporting daily team SLAs to client via email and phone.
- Managing a team of Inside Sales (Telesales) professionals
- Assisting them in making outbound calls to clients regarding Insurance Property & Causalities (database to be provided by the organization) and providing them complete information about the Insurance products.
- Handling daily process updates and imparting the same to the team as knowledge transfer.
- Providing work types query resolution to team.
- Handling escalation calls
- Training team on different work types of underwriting process.
- Training team on basic and advance property & casualty insurance.
- Reporting daily volume data and production data to client.
- Communicating with client on proactive basis to avoid any type of communication gap.

➢ Educational Qualification:

- MBA/ PGDBM ICFAI University, Tripura (2011)
- B.Sc. – Chemistry (Hons.) Magadh University, Bodh Gaya (2003)

➢ Personal Details:

- Fathers Name Shri KMP Sinha
- Languages Hindi, English

➢ Self Employed (2003 - 08):

- Operating family business along with other family members as partners in East Bihar locations such as Munger, Bhagalpur, Lakhisarai, Patna etc.