

## Shanker Venkateshwaran Iyer

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### Academic Qualifications

Qualifications	Institution	Score	Year Of Completion
Bachelor Of Management Studies (Mktg)	Vivek College Of Commerce	65%	May-13
HSC	Vivek College Of Commerce	67%	Feb-10
SSC	St. Francis Dassisti High School	71%	Mar-08

### Key Course Work & Core Competencies

Marketing Management, Financial Management & Accounting, Business Law, Operations Management, Logistics & Quality Management, Direct & Indirect Taxes, Organisational Behaviour

Sales & Business Development	Staff training & Development
Corporate Sales & Acquisition	Cross Sell
Strategic Alliances & New Partnerships	Problem Solving
Leadership & Team Handling	Self Driven/ Result Oriented
Relationship Building & Retention	Profitability

## Work Experience



### 5Paise Capital Limited

#### Area Sales Manager

(April 2020 to Present)

- Acquiring Corporates in Mumbai Region through investor awareness initiatives via Webinars and other engagement initiatives & onboard customers on our platform
- **Responsible for initiating the idea & successfully executing "The Investment Premier League in Colleges & Corporates to ensure optimum conversion**
- Responsible for various Strategic Alliances Digital & Offline -
  - a. Digital Alliances - Youtubers, Health Care Companies, Engagement/Rewards and Recognition Companies, HRMS Platforms etc
  - b. Offline Partners - Direct Selling Agencies, Stock Trainers, Financial Planners, Insurance Advisors, LIC Agents etc.
- Exposure to handle & drive outsourced Call Centre Support team of close to 50 agents & 5 Team Leaders
  - a. Drive Productivity in terms of Business, Number of calls attempted, Active talktime etc
  - b. Give daily analysis on the MIS shared to both the managements and give projections & review on week & monthly basis against the targets set.
  - c. Quality analysis of agents calls, training further on the sales pitch, objection handling to ensure better productivity & closures

## Work Experience



Ebixcash World  
Money Ltd  
esrtwhile  
Centrum Direct  
Ltd.

### Branch Head (BKC BRANCH)

(March 2018-2020)

- Leading a team of 18 people sales & operations staff & ensuring branch profitability MOM in sync with the budget
- Develop, implement & lead a detailed business plan with total team involvement & participation & drive business goals as budgeted
- Effectively utilising sales team to ensure individuals target are met further to ensure the Branch Budget & guiding the operations team to fulfil the customer expectations & ensuring exemplary customer service thereby ensuring repeat business & more referrals from the customer
- Conducting daily, weekly team hurdles to review & motivate individuals contribution, performance, effective strategies to grow business further
- Business building by meeting new prospects & large corporate clients with the sales team & preparing commercials considering their payment policies & proposing strategic pricing to ensure branch profitability. Follow up meetings for closures & review meetings monthly, quarterly to ensure best services delivered & build long term relationships with Clients and other stakeholders.
- Presenting Quarterly Business Achievements, Next Quarter Projections in sync to the yearly budget
- Business achievement 2018-2019 & 2019-2020(AMJ)

Year	Ann Budget Rev.	Achievement	% Achievement	Net Profit
2018-2019	1.85 Cr	1.7Cr	92%	37 Lacs
2019-2020(AMJ)	2.05 Cr	0.56 Cr	27%	37.05 Lacs

## Work Experience



Ebixcash World  
Money Ltd  
esrtwhile  
Centrum Direct  
Ltd.

### Branch Head (BKC BRANCH)

**(March 2016-2020)**

#### Target Customers Segment Wise

Retail - Ultra HNI's travelling abroad for Leisure

Corporates - Large institutions like WNS/Godrej/M&M/JSW/Edelweiss with a business volume of 10 Cr to 100 Cr+

Education Business - Large Education Consultants, International Universities, Loan Providers & International Payment Consolidators

Wholesale - Empanelment of Banks to procure & sell currency for their retail requirements in Bulk

#### Assistant Manager

**(September 2017)**

- First in line to the Branch Head. Excelled in Business Development across various segments and over achieved targets MOM
- Highest contributor in the overall branch & Cluster profitability. Amongst top 3 performers in the country of overall strength of 350 sales professionals
- Assist in training & developing new candidates on the job & classroom trainings on business & compliance
- Maintaining & updating client wise MIS, individual MIS & CRM database
- Ensuring business done by the branch is in due compliance laid by the regulator

#### Senior Executive

**(March 2016)**

- Attending training sessions on Business, Products & service offerings & compliance

## Work Experience



### Branch Head (BKC BRANCH)

- Cold calling and scheduling meeting with Managers & Sales Managers
- Cold calls by random visits to Corporate offices/Travel Agents/ Education Consultants & various bank branches when no meetings scheduled then 50 cold calls daily collect database & then call
- Highest contributor in the branch revenue more than 40% contribution
- Achieving Acquisition targets, Sales targets MOM successfully
- Justified 4x of the CTC as expected by the organisation

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### Management Trainee

(July 2013 to Dec 2015)



### Appco Group

- Best ever sales exposure as a first step in my career - "Concept Selling"
- Responsible for Fund Mobilisation for NGO Clients by applying various sales techniques gained through course work & training
- B2B on Weekdays - Visiting 100 corporate offices a day, meeting the proprietors/directors/other stake holders to raise funds for charity in the specified territory
- B2C on Weekends - Visiting Ultra HNI's at South Bombay (Grant Road to Colaba residences) & ensure to raise funds through them
- Excelled in Mumbai and further sent to set up a base in Calcutta with a team of 5 individuals
- Lead expansion activities via Test marketing of other cities like Jamshedpur, Bangalore & Jabalpur
- Responsible for setting up a core base for the client in the above mentioned cities and drive business from scratch

## **Key Achievements**

### **1. Appco Group :**

- a. Received best "Sales" for Mumbai Region 2013-2014 in annual conference meet
- b. Awarded best "Team Leader" for setting up base in Calcutta & to lead a successful PilotTest in Jamshedpur in the year 2014-2015

### **2. EbixCash World Money Ltd :**

- a. Awarded "Best Branch" in India for the AMJ quarter 2019-2020
- b. Awarded as the "Rising star of the Year" at Ebixcash Annual Conference meet 2018-2019

### **3. 5Paisa Capital Ltd :**

- a. Successfully launched & executed the "Investment Premier League" from an Investor Awareness & Education perspective in Corporates & Colleges

## **Software Skills**

Well equipped with PowerPoint, Excel, MS Word encrypting MIS and preparing presentations for review

## **Hobbies**

- Carnatic Music certified by Akhil Bhartiya Gandharva Vidyalaya
- Awarded as "Man of the Series" annual cricket tournament in the year 2017-2018
- Participated in "Oxfam TrailWalk" in Karjat (100 Kms) in the year 2018-2019
- "Oxfam Trailwalk" (50kms) in the year 2019 - 2020
- Excel in many indoor and outdoor games like badminton, carrom, football etc