



Suparna Basu Roy

Business Consultant

📍 Dubai - United Arab Emirates

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Languages

Bengali

Hindi

English

About

Passionate sales and partnership professional with over 6 years of experience in developing and delivering customer centric solutions in Real Estate, Banking, Hospitality and Tourism industry. Demonstrated history of successfully delivering against sales KPIs, service delivery and key account management. As a team player, experienced in start-ups, traditional companies and matrix organizational hierarchies with extensive experience in working with large teams and mentoring team members. Developing keen interest in Digital marketing-Social Media Marketing, Content Marketing, affiliated marketing, Seo, Sem, Display ads.

BRANDS WORKED WITH

360 Realtors

IndusInd Bank

Oyo Rooms

PropTiger.com

Experience



● Team Leader

360 Realtors |

- Recruiting and managing a team of five-eight outdoor sales executives.
- Product-Pitch training to pre-sales team and outdoor sales team.
- Onboarded Developers/Builders and finalising with them about the commission and incentive patterns.
- Involved in BTL marketing activities and events during project launch or in property exhibitions.
- Prepare KPI for team members to achieve sales targets on monthly basis.
- Responsible for monitoring CRM for quality and productivity rate of team members .
- 80% team target achieved on monthly basis(site visits/meetings/closures).



● Relationship Manager

PropTiger.com |

- Responsible for revenue generation and end to end sales closure
- After sales service of existing clients
- Coordinating with builders / developers and clients for problem solving
- Handled HNI and NRI Clients
- Awarded as Champion on Oct'19, June' 20, July' 20, Sep'20 and Dec' 20 for achieving highest revenue
- Achieved annual sales target of over 90% for consecutive years
- Ranked in top 2 for 100% age achievement of Compliance Score and Maximum Availability of Call Recording for July'19

● Demand Manager

Oyo Rooms |

- Responsible for delivering revenue on monthly basis
- Generated and on boarded new clients in corporate sector/tourism industry.
- Managed new and existing clients for our services
- Managed corporate and personal events like marriages functions
- Acted as the single point of contact of clients for booking, pricing, problem solving, complains and payment recovery
- Co-ordinated with pan - India wise operation team for solving escalation
- Responsible for promotional activities of hotels and and schemes.

● Acquisition Manager

IndusInd Bank |

- Generated revenue of 1.2 lacs INR on monthly basis
- Achieved 70 - 80 % sales target on monthly basis in credit card division
- Lead conversion rate of 7 - 10 % consisting of new clients and up-gradation of existing clients

- Handling high network individual clients
- Awarded as the Premium Channel Promising Performer – 2016