



# DILSHAD TN

Result oriented professional with 7 years of experience in the field of Sales, Marketing and Business Development having strong exposure to Customer relationship.

## CONTACT

KANNUR,  
KERALA,INDIA,670502

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## SKILLS

- Product Knowledge.
- Quality Focus, Customer Focus.
- Organization.
- Client Relationships.
- Promotions.
- Reporting Skills.
- Attention to Detail.
- Territory Management.
- Competitive Analysis.
- Job Knowledge.

## LANGUAGES

**Malayalam:** First Language

**English:** C2  
Proficient

**Hindi:** B2  
Upper Intermediate

**Tamil:** B2  
Upper Intermediate

**Urdu:** B2  
Upper Intermediate

**Arabic:** B2  
Upper Intermediate

## EXPERIENCE

### SALES MANAGER (MANAGER)

**AXIS BANK LTD – CALICUT,INDIA**

22/08/2023 - Onwards

- Achieve Business Volumes in POS/EDC Business.
- Shall be responsible to manage existing portfolio of Merchant accounts of POS/EDC business reporting to Area Head.
- Shall manage Portfolio volume aiming to grow the same by new acquisitions as well portfolio deepening within his assigned locations.
- Acquisition of new POS business customers and managing the existing portfolio of Key/Retail Merchants. Ensure activation / retention of merchants, Grow market share and wallet share.
- Hiring/building FOS team.
- Managing team productivity.
- Cross sell various banking products like Current Account / Business Loan / Asset products etc to the Merchants in the portfolio.
- Business development with Retails Branch & other internal channels to ensure portfolio penetration of EDC business.

### PRODUCT SALES MANAGER (MANAGER)

**INDUSIND BANK LTD – KOCHI,INDIA**

10/2022 – 17/08/2023

- Achieve Business Volumes in POS/EDC Business.
- Shall be responsible to manage existing portfolio of Merchant accounts of POS/EDC business reporting to Zonal Head.
- Shall manage Portfolio volume aiming to grow the same by new acquisitions as well portfolio deepening within his assigned locations.
- Acquisition of new POS business customers and managing the existing portfolio of Key/Retail Merchants. Ensure activation / retention of merchants, Grow market share and wallet share.
- Hiring/building FOS team.
- Managing team productivity.
- Cross sell various banking products like Savings Account / Credit Cards / Asset products etc to the Merchants in the portfolio.
- Business development with Retails Branch & other internal channels to ensure portfolio penetration of EDC business.

### SALES MANAGER (ASSISTANT MANAGER)

**PINELABS PVT LTD - CALICUT, INDIA**

07/2019 - 10/2022

- Responsible for planning & scheduling market visits for lead generation.
- Meeting sales targets of payments solutions.
- cold calling to arrange meetings with potential customers to prospect for new business.
- Responding to incoming email and phone enquiries.
- Acting as a contact between a company and its existing and potential markets.
- Negotiating the terms of an agreement and closing sales.
- Meeting sales targets of multiple payments solutions such as QR code, EDC/card swipe machine, point of sales software.

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## COMPUTER SKILLS

- Operating Systems:  
Windows 7, Vista, XP, 98
- Application Tools:  
Microsoft Office 2007  
(Word, Excel,  
PowerPoint), Tally ERP-9.

### ***BUSINESS DEVELOPMENT EXECUTIVE (EXECUTIVE)***

**udaan.com (HIVELOOP TECHNOLOGIES PVT LTD) - KANNUR, INDIA**

11/2018 - 06/2019

- Adding new merchants and Maintaining meaningful relationships with existing merchants to ensure that they are retained.
- Negotiating with clients to secure the most attractive prices.
- Ensuring on time product delivery to the store.
- Supporting merchants to solve their issues and problems.

### ***DIGITAL SALE SPECIALIST (DEPUTY EXECUTIVE)***

**RELIANCE JIO INFOCOMM LTD - KANNUR, INDIA**

05/2017 - 07/2018

- Acquire and onboard new customers.
- Drive MNP to convert competition's customers.
- Drive customer engagement and experiences
- Act as influencer to promote Jio advantages.
- Prepare sales reports.

### ***FIELD SALES EXECUTIVE***

**EVOLUTION - KANNUR, INDIA**

01/2016 - 04/2017

- Managing existing retailers and adding new retailers.
- Prepare sales reports.
- Delivery of stocks to outlets.

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## EDUCATION

**BBA  
PLUS TWO  
SSLC**