**MANAS KUMAR DAS**

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**INSURANCE SALES/ MARKETING & BUSINESS DEVELOPMENT PROFESSIONAL**

Insurance Sales & Marketing • Business Development • Customer Servicing • Strategy Formulation • Brand Promotion • Market Research • Key Account/Distribution Network Management • Team Leadership • Training & Development

* **Career Graph of over 10 years** reflects my achievements and proficiencies. Driving **Insurancesales & marketing, clientrelationship and business developmentinitiatives to acquire and retain a wide base of high profile clients. Forte in**
	+ Steering multiple functions to exploit available sales potential of financial products such as **Strategic Planning, Sales Forecasting, Key Account Management, Business Planning and Implementation, Revenue Growth, Brand Promotion, Team Management, Market Penetration, Promotional Activities**
	+ **Tapping markets, handling high-value domestic customers**, consolidating interests and products
* Creative abilities in developing wide network of channel partners to ensure adequate market reach and capitalize on emerging market opportunities; Adept in recruitment and **development of new channel partners & management ofdistribution network.**
* Experience in steering business development and management operations with track record of attaining predetermined targets. **Through knowledge of Client profiling in different scenario and their current need analysis**. **Able to handle HNI clients** with the objective of their outmost priority
* **Excellent Relationship Management skills,** articulate, combine strong business acumen with the ability to conceive profitable and efficient solutions utilizing technology. Expertise in team collaboration resulting in **team building, conflict resolution, setting goals, driving results and implementing change**



PROFESSIONAL EXPERIENCE

**IDBI FEDERAL LIFE INSURANCE COMPANY LIMITED**

Since June 2015

Sr. Branch Head

* Meticulously looking after 180 insurance advisor & 10 sales manager & 30 Agency Leader of different segments and responsible for training and developing the team.
* Liaison with the agents while handling their grievances and brainstorming as to how to build the business numbers. Execute local level contest for the brokers as to have an upper edge over other companies.
* Instrumental in keeping relations with Bank, Post office, BDO, BLR Office School.
* Manning recruitment of advisors for sourcing life insurance products. Execute numerous brand-building exercises, create brand visibility and recall, subsequently developing leads and undertaking various promotions for business growth.
* Conducting training for the agents on regular basis on market scenario & new products launched by insurance company and GID, PRP, IID for the same.
* Campaigning in different areas and responsible for recruitment for the company and develop business through them.
* Handling customers, their requests, complaints and queries. Capturing customer requests and complaints in the system and ensuring quality closure of the same.
* Preparing strong and reliable MIS reports for facilitating the decision making process and liaison with Management for extensive market penetration.

***Highlights:***

* ***Distinction of being promoted in 1year 2 months from Branch Head to Sr. Branch Head.***
* ***APPRAISAL Rating 7 in the year of 2016. (1st)***
* ***Produced One MDRT from Contai Branch(1st time in IDBI FEDERAL from EAST)***
* ***Galaxy contest Qualifier 2 From Contai Branch (Only contai Branch in WestBengal)***
* ***Ageas Contest Qualifier 2 (Only contai Branch in WestBengal)***
* ***Advisor to AL promotion 9 form Contai Branch.***

**IDBI FEDERAL LIFE INSURANCE COMPANY LIMITED October 2009 to 30th May 2015**

 BRANCH HEAD

* Meticulously looking after 120 insurance advisor & 6sales manager& 10 Agency Leader of different segments and responsible for training and developing the team
* Liaison with the agents while handling their grievances and brainstorming as to how to build the business numbers. Execute local level contest for the brokers as to have an upper edge over other companies.
* Instrumental in keeping relations with Bank, Post office, BDO, BLR Office School.
* Manning recruitment of advisors for sourcing life insurance products. Execute numerous brand-building exercises, create brand visibility and recall, subsequently developing leads and undertaking various promotions for business growth.
* Conducting training for the agents on regular basis on market scenario & new products launched by insurance company and GID, PRP, IID for the same.
* Campaigning in different areas and responsible for recruitment for the company and develop business through them.
* Handling customers, their requests, complaints and queries. Capturing customer requests and complaints in the system and ensuring quality closure of the same.
* Preparing strong and reliable MIS reports for facilitating the decision making process and liaison with Management for extensive market penetration.

***Highlights:***

* *Successfully achieved a total business issuance of 2.10 Crores*
* *Distinction of being promoted for the 5th time in 4 years 11th months from a Manager Distribution to Branch Head*
* *Accredited for achieving a total 100% Insurance Advisor activation (No 120) and 180% Business Target Achievement (YTD)*
* *All HO competition winner.*
* *All india Branch Rank 3rd in the year of  2013.*
* *All india Branch Rank 3rd in the year 0f 2014.*
* *All Sales Manager 150% achieved TWP in the year of 2014.*
* *4 Sales Manager promoted in the year of 2014.*
* ***Only profit Making Branch in East in the year of 2013 . ( 8.74 lacs)***
* ***APPRAISAL Rating 6 in the year of 2013.( 2nd)***
* ***APPRAISAL Rating 7 in the year of 2014. (1st)***
* ***APPRAISAL Rating 5 in the year of 2015(3rd)***
* ***New Branch open & setup at Contai, purba Midnapur in 2014***

**SBI LIFE INSURANCE COMPANY LIMITED May 2008 - Sep 2009**

Unit Manager

* Deftly looked after the 42 Insurance Advisors of different segments and trained & motivated them
* Planned & conceptualized various strategies to achieve business goals aimed towards the growth in business volumes as well as profitability while analyzing cost effectiveness and competitor’s strategies and proceeding.
* Imputed to handle the sales & marketing of the Insurance Products offered by the company for non-captive/ captive customers across the region. Empanel new Business Associates and Corporate Agents as part of Business Development.
* Analyzed & identified the operational development & techniques for business growth/ expansion & promotional activities through effective tools of management across the region. Visit to the HNI Clients of the Brokers & close calls.

***Highlights:***

* *Successfully achieved a total business issuance of 1.37 Crores.*
* *Distinction of getting a triple promotion from unit manager to territory manager*
* *Accredited for achieving a total 100% insurance advisor activation (No 30), 100% Business Target Achiever and 95% Business Issuance.*

**SBI LIFE INSURANCE COMPANY LIMITED Dec 2006 – May 2008**

Insurance Advisor

* Prepared customer’s database while regularly updating them regarding various plans and policies of the company that may be profitable for them.
* Ensured better branch operations and providing consistency in delivering service and excelling benchmarked service levels. This also entails ensuring quick policy issuances so that the policies are generated on time that can be profitable for the company & the client.
* Performed & managed all the back-office activities of the company to ensure smooth and effective operations while adhering to the company’s and underwriting norms.
* Ensured compliance of IRDA rules & regulations for selling of insurance products.
* Generated business from Banc assurance Partners for the company while establishing healthy business relations with clients & external associates for securing repeat business & long term customer loyalty and worked towards solving their queries and complaints efficiently.
* Provided management reports for acceptability of the product; scope for improvement by inclusion some additional features while generating reports on customer aspirations.

***Highlights:***

* ***MDRT*** *in the year of 2006 (SBI Life Insurance Co. Ltd, Fig-32Lacs) and MDRT in the year of 2008 within three month (Fig-36Lacs).*
* ***COT*** *in the year of 2007 ( SBI Life Insurance Co. Ltd. 1st COT in Eastern Region Fig-1.55corer .*
* *4 Foreign Trip Winner (2006 – 2008)*



EDUCATIONAL CREDENTIALS

**Graduation in BA inEnglish;2007 from NSP**

**Technical Skills;** MS Office, Financial Accounting, Windows and Internet Applications



PERSONAL DOSSIER

**Date of Birth:** 2ndMay, 1980

**Languages Known:** English, Hindi and Bengali