**PRATEEK DHYANI**

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**Address:** 30 Vasant Vihar, Phase-1, Dehradun, Uttarakhand, India

Seeking managerial assignments in the field of **Sales & Marketing / Business Development**

Within growth oriented progressive company.

**SNAPSHOT**

* Offering over 8.5 years of experience in the field of **Healthcare- sales & marketing, business development as well as client relationship management.**
* Currently associated with **Synergy Institute of Medical Sciences as Manager –Sales & Marketing.**
* Demonstrated abilities at arranging **CME's, medical camps, talks & awareness activities** for the hospital.
* Skilled in providing help in **empanelment, building & maintaining healthy relations with major clients.**
* Successfully generated patient referrals through doctors, hospital, corporate and other healthcare professional from assigned territory (Dehradun, Rishikesh, Haridwar, Saharanpur and Roorkee).
* A strong team leader with excellent analytical, communicating, negotiating, problem solving and interpersonal skills.

**CORE SKILLS**

* Healthcare-Sales & Marketing
* Business Development
* Client Relationship Management
* Corporate sales
* Referral marketing

**EMPLOYMENT RECITAL**

***Dec’12 –Jan’16| Synergy Institute of Medical Sciences, Dehradun | Manager - Marketing***

***Jun’12 – Dec’12 | Bharat Heart Institute, Dehradun | Assistant Manager - Marketing***

***Jan’10 – May’12 | HB Health PA, Gurgaon | Assistant Manager – Marketing***

**Key Deliverables:**

* Meet doctors of the assign territory (Dehradun, Roorkee, Haridwar, Rishikesh, Saharanpur, Nahaan, Paonta sahib); explore new geographical areas as well as new markets for customer target for hospitals.
* Develop relations with corporate & PSUs regarding empanelment and general practioners, clinician, hospitals and nursing homes to achieve referrals.
* Represent the services of the hospital to the doctors for the patients as well as empanelling hospital with different corporate.
* Organize outreach programs with prospective patient community for presidents, local clubs, schools, NGOs colleges and other local bodies with a view to generate footfalls from them
* Organize CMEs/Seminars and lectures for promotion of the services of the medical faculty and specialties

**PREVIOUS EMPLOYMENT**

***Dec’07 – Nov’09 | ING Life Insurance Pvt. Ltd., Dehradun | Sales Manager***

**Key Deliverables:**

* Responsible from recruitment and licensing advisors as well as develop advisors through coaching, training and team management support etc.
* Plan, monitor and review advisors on weekly basis; monitor and review advisors performance. Help them to achieve maximum business.
* Execute sales strategy to “Increase market reach and penetration through market segmentation” as well as seek new customer and increase sales.
* Create marketing and sales strategies as well as guide and direct on product development processes; collaborate with internal staff, marketing personnel, customers and vendors on product development.

**SCHOLASTIC**

2007 MBA (Marketing) from Nimbus Academy of Management, Dehradun, HNB Garhwal University

2005 B.Sc. from HNB Garhwal University

**IT FORTE**

* Well versed with Windows, MS Office and Internet Applications.

**PERSONAL SNIPPETS**

Date of Birth : 17th March 1983

Languages Known : English and Hindi