

Syed Salaoddin MBA, PhD

"Marketing manager" (Franchisee Development)
Shaheen group of Institutions (Bengaluru)
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Professional Summary

Dedicated industry professional, with exposure of services to educational institutions. Pioneered in training and business development, in an 'Education industry'. Established comfortable, product focused, two way communications, extended to empower as "product specialist", through trainings, seminars and product presentations

Areas of Expertise

Franchise / Business development, Training – Sales/Soft skills/Teachers, proof Reader

Publication & Presentation

- Article published "Growth and development of retailing", International Research Journal of Commerce Arts and Science (CASIRJ), Volume1, Issue 2, 2010, Pp.156-161. ISSN: 2319 – 9202
 - Article published "Consumer shopping behavior in retailing", International Research Journal of Management Sociology and Humanities (IRJMSH), Volume 2, Issue 2, 2011, Pp. 202-207. ISSN 2277 – 9809 (online), ISSN 2348 - 9359 (Print)
 - Paper presented on "Research design" in National Conference on "Research methodology and data analysis 01 Dec 2010, Janak palace New Delhi.
 - Paper presented on "Shopping behavior and retail format choice" in National Conference on "Future and challenges of retail marketing", 26 June 2011, Govt. school, C4 New Delhi.
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Academic Qualification

2012 - PhD – CSJM University

1996 - MBA (Marketing management) – Dr.BAM University

1993 - BA (English,pol-Science,Philosophy) – Dr.BAM University

Work Experience

Shaheen group of Institutions (Bengaluru) since March 2018

"Marketing manager" & "Coordinator-NIOS"

Key Responsibilities:

Responsible for the promotional operations of 46 branches pan India, as well as the sales process from initial solicitation through contract completion. Includes...

- Identifying and sourcing prospective new franchisees
- Maintenance and adherence to sales processes through coordination with franchise owner.
- Passionately represent the brand(s) and to ethically coach prospects through the discovery process, financing resolution and market development.
- Follows the sales process with prospective franchisees thoroughly

- Works closely with the Directors and consultant on strategic initiatives to achieve goals
- Build awareness in respective territories for the brands represented
- Provide tools to assist in achieving goals
- Establish contact with prospects coming through leads provided by the organization
- Undertaking all initial discussions with the Prospect
- Negotiate terms and conditions of each franchise agreement
- Finalize the MOU along with top management's involvement
- Working out setting up the office with the Franchise owner.
- Ensure protection of the brand through compliance with the legal agreement and trading terms and conditions
- Additional responsibility is to look after the overall operations of NIOS, as a "Coordinator" and conduct Teacher's orientation programs

Previous Experience:

Global learning systems pvt.Ltd. (Hyderabad/Mumbai) "Product Specialist"

Jan 2009-oct 2016

Key Responsibilities:

Responsible for successfully complete the project - supply "math kit" "train the teachers" in all districts of Maharashtra state, as a part of prime project, - Government of Maharashtra, Educational dept. **(SSA)**

- Execution towards product training and development premium programs
- Preparing and delivering customer presentations and demonstrations on products and services
- Conduct seminars/workshops in schools to build brand and educate customers on products and services.
- Support Directors in workshop spends and ensures cost effective workshop spends for the region.
- Performing product demonstrations to staff and customers, gathering feedback, and offering recommendations to the research team.
- Develop sales, price and profitability strategies, recommend improvements, identify opportunities, and increase revenue
- Supporting in internal and external events.
- Specifying market requirements for current and future products by conducting market research supported by on-going visits to customers/ school's new prospects
- Ensure editorial presentations are prepared and shared with stakeholders at timely intervals.
- School visits and promotional workshops for Digital promotion and generate leads
- Create Database with segmentation – Principals, Teachers, Students and Parents
- Provide support for marketing collaterals, advertising materials, marketing campaigns, tradeshows and other promotional activities.

Eklavya publication pvt. Ltd. (Mumbai/Aurangabad) "Asst. Marketing Manager"

Apr 2000- Aug 2008

Key Responsibilities:

Responsible to promote product, "Academic self-study series" and Franchise development

- Work closely with salespeople i.e. 'Education counsellor' to identify challenges they face on-the-job and recommend ways to increase productivity with field support as well as through sales/soft skills training and team exercises to update employees on company goals and procedures.
- Onboard new salespeople and prepares by conducting orientation to sales process; developing individual coaching plans, providing resources and assistance, scheduling orientation drive-along with senior representatives.
- Coordinate individual and team performance review sessions to discuss strengths and weaknesses, conducting skills gap analyses, and adjusting training as needed, evaluating results after each training session.
- Bridge between sales/editorial and marketing team to prioritize product features and plan releases
- Design training curricula within time and budget constraints
- Produce physical and digital educational material (e.g. videos and case studies)
- Collect feedback from trainees and managers about training courses
- Liaise with external trainers or industry professionals and organize seminars
- Report on impact of training programs (e.g. sales achieved)
- Maintain updated records of training material, curricula and costs
- Monitor sales objectives and results

Tata Unisys Ltd. Education centre –(Aurangabad) "M.E/Centre manager"

sep 1996- nov-1999

Key Responsibilities:

- Primary responsibility is to generate revenue and run institute as a profit centre
- Managing day to day operations, handling daily ad hoc responsibilities
- Academic Implementation
- Supervising/mentoring junior staff, managing centre Infrastructure
- Performing administrative duties to get prepared weekly and monthly reports
- Taking advantage of business opportunities, lead generation
- Coordination with the counselors and monitor overall counseling of all walk-ins and effective follow-up with prospects, converting Inquiry into admissions

Sales Consultant of Diamond publication - Academic Digest- of 10th std. (SSC syllabus) Grow sales by 40% ratio in Maharashtra 1999-2000