

SREEHARI. K.R.

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Objective

Seeking Executive level assignments in Sales / Business Development with a New/Growing organization

Profile Summery

- Offering 17 years of experience in Aviation Industry -Sales, Reservation, Holidays, Business Development and key accounts in Corporate Client Management,
- Proficient in managing entire sales & marketing operations by ensuring optimal utilization of resources
- Skills in monitoring clients' portfolio performance, rendering sustained advisory services regarding Airline and Travel services & holiday packages

Professional Experience

Air Arabia Airlines (GSA)

Sr. Sales Executive

Bahrain (15 AUG 2016 to 09 JUN 2020)

- Maintaining and developing business relationships with travel agents and with corporate companies.
- Conducting product presentation to brief / educate the trade about the airline.
- Identifying sales potential in the BAH Station and securing the sales by strategic selling.
- Extensively used Sales Tools to leverage market information for maximum efficiency
- Effective sales calls plans to the key agents & corporate clients against monthly targets and close coordination to increase their performance
- Closely Monitoring the market trends, industry deals, competitor strategies, potential business opportunities and keeping the management updated on these developments and recommending the best practices to counter.
- Preparing daily sales report and reporting to the Country Manager.

Achievements & Training - Air Arabia

- Certificate of Appreciation for Hard Work & Dedication
- Attended Sales excellence training

Bahrain International Travel Group**Business Development & Project Executive
(2015- 2016)**

- Focusing on improving the overall retail sales by securing new potential corporate companies a/c
- Improving the brand awareness in the market by sales calls and digital marketing
- Handling the social media account for the sales lead by effective utilization.
- Handling the sensitive corporate group travel with at-most care and dedication
- Follow up on the payments from corporates

Sri Lankan Airlines & Mihinlanka (GSA)**Sales Executive
Bahrain (2011-2015)**

- Applying the best sales tactics to ensure sales target given by the airline is achieved
- Constant sales visit to ensure personalized relationship with all the travel agents
- Monitoring all competitor airlines activities and prepare reports and recommendations to country manager
- Preparing weekly sales report and reporting directly to Airline country manager
- Proposing / requesting Adhoc fares from head office on appropriate time by monitoring market trends and competitor activities by considering yield factor.
- Preparing E-Flyers to send separately for agents and passenger about airlines updates & special promotions
- Conducting product presentation & workshop for agents on airline products and best practices
- Handling Bahraini tour operator's group bookings and effectively communicating all the group procedures to the agent, giving constant follow-up till the groups are ticketed & sending group travel advise alert to airports while travelling onward and return.

Srilankan Airlines (GSA)**Reservation Agent, Holiday Consultant, Airport Assistant
Bahrain – (2006-2011)**

- Worked as replacement of Airport duty officer
- Assisting Airport duty officer in case of flight delays and AOG situations

- Assisting duty officer in preparing preflight which includes sending messages on catering, payload advice and preparing crew briefing sheet.
- Assisting duty office in preparing post flight messages which includes sending messages
 - Preparing readymade & tailor made holiday packages to Srilanka
 - Preparing E-Flyers on readymade packages and circulating to market
 - Negotiating with suppliers and DMC's and getting the best rates in the market
 - Ensure holiday passengers are given priority and assistance in all area including departure and arrival by giving correct follow-up & reminders to all concerned.

Achievements & Training- Srilankan Airlines

- Underwent various In House Training Programmes and workshops
- Customer service workshop by HRDC Srilankan Airlines
- MARS Training 2005 by HRDC Srilankan Airlines
- Customer relations and team building 2007 by HRDC Srilankan Airlines)
- Amadeus basic Reservation training conducted by Srilankan Airlines 2013
- Appreciation letter / certificate for group handling

Personal Profile

Date of Birth	:	18.11.1982
Gender	:	Male
Marital Status	:	Married
Nationality	:	Indian.
Languages Known	:	English, Hindi, Tamil & Malayalam.

Educational Qualification

B.Com. Calicut University Kerala

Reference

Ms. Hassna
Country Manager

Air Arabia Airlines
Kingdom of Bahrain
MB:39195509

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