



Mr. Sanjeeva Samarasinghe, Chief Sales Offer, Etisalat Lanka

A product of Nalanda College, Sanjeeva Samarasinghe joined the then Celltel in 1995 as a designated Junior Manager. 15 years of dedication and hard work, he continues to take on a proactive role in commercial operations as the Chief sales Offer. In 2004 he was awarded 1st place at the “our group Sale Award”, competing with 16 Millicom countries, becoming the 1st and only Sri Lankan to receive the prestigious award. A strong believer of team work and self evaluation, he embraces the motto “alone we can do something, together we can do anything.”

He admits that when he joined there was a small distribution channel with a mere 3 people team; “The distribution channel was only through direct selling and the main channels. Since there were only post-paid products there was no need for a comprehensive distribution channel. With the introduction of pre-paid products, our channels have systematically expanded.” He is responsible for handling all sales operations, including pre-paid, distribution, post-paid and corporate sales, heading the Sales team which decides the direction of sales strategies and link up with marketing in terms of implementing those strategies. Elaborating his role within the company, he says “I was responsible for implementing the Regional Business Management (RBM) operation, which is a model where we independently monitor the 5 regional markets in Sri Lanka, which has become a very profitable operation. This unique model has been successful in achieving all the expected results. When I joined, the monthly sales was a mere 800 connections a month, but now with pre-paid and all our other offers, we have a monthly sales rate of more than 150,000 connections. I also give a lot of importance to rapport building with our retail distribution channels, as relationship building is of vital importance to our business. Through this we have been able to gain loyalty from the markets and dealer channels towards the network.”

While embracing personal development, he remains driven by the dealer channel. Now with the backing of Etisalat the team confess to having huge plans to expand and offer the very best in products and services to all their; “Etisalat is working towards becoming the market leader. So we will focus on increasing retail penetration and market presence. Also, we hope to increase availability and accessibility to all our present and prospective customers. We also have plans to extend connectivity to the North and East. Currently we are engaged in increasing coverage, brand awareness and visibility in those areas with the objective of increasing market share. With the development of infrastructure in the N/E,

we will develop our offerings as well.” He added, “In terms of future opportunities we are looking at it from a global perspective, with international synergies and technologies to benefit Sri Lanka. Our focus will be on offering the correct products and services at the correct price.”