

Managerial assignments in Sales & Marketing/ Business Development/ Client Relationship Management

EXECUTIVE SUMMARY

- ✧ An astute professional with **around 17years** of experience in Sales & Marketing, Business Development, Channel Development and Client Relationship Management.
- ✧ Gained experience in preparing sales strategies and contributing towards enhancing business volumes & growth and achieving revenue & profitability.
- ✧ Adept at working collaboratively with relevant departments to develop detailed product specifications and go-to-market strategy
- ✧ Skills in breaking new avenues & driving revenue growth and proactively conducting opportunity analysis by keeping abreast of market trends/ competition moves to achieve market-share metrics.
- ✧ Hands-on exposure in implementing the business planning process and ensures strategic plan objectives are cascaded into departmental business objectives.

CORE COMPETENCIES

Sales & Marketing
Market Expansion
Selling Story Development
Network Development
Market Research
New Account Development
Competitive Analysis
Business Development
Client Servicing
Team Management

AREAS OF EXPERTISE

Sales & Marketing / Business Development:

- ✧ Developing existing business and forecasting prospective targets as well as executing them in a given time frame thus enhancing clientele.
- ✧ Identifying & networking with prospective clients generating business from existing accounts and achieving profitability and increased business growth.
- ✧ Scanning business scenario and formulating business strategies, long term growth plans, short term growth plans and policy making.
- ✧ Analyzing trends & results, establishing pricing strategies, recommending selling prices and monitoring costs, competition, supply & demand.

Distribution / Channel Management:

- ✧ Handling dealer network and achieving target of sales and collection.
- ✧ Managing network of Channel Partners across assigned territories for deeper market penetration & reach.
- ✧ Guiding and training partners to accomplish set revenue and business targets.

Client Relationship Management:

- ✧ Managing customer centric operations along with ensuring customer satisfaction by achieving delivery & service quality norms.
- ✧ Attending clients' complaints and undertaking steps for effectively resolving them.
- ✧ Interacting with the customers to gather their feedback regarding the product satisfaction.

CAREER HIGHLIGHTS

- ✧ Successfully achieved 100% target for the financial year 2012-13 and 2013-14.
- ✧ Played an instrumental role in the Collection of 100%.
- ✧ Acknowledged and entrusted with the responsibility for the appointment of New Dealer in Thrissur.
- ✧ Bagged an award from the Manufacturer James Gibbons Format, U.K. for outstanding Performance in Sales 2015-16.

CAREER CONTOUR

June 2019 – Till date Working as a Free Lancer

Dec 2018 – Apr 2019 with Al-Ali Business Solutions, Doha Qataras Business Development Manager(Manager Key Accounts for Electronic Filing System, Storage Solutions, Safes & Office Equipment)

Accountabilities

- ✎ Proposed potential business deals by contacting potential clients; discovering and exploring opportunities.
- ✎ Maintained relationship with existing accounts, obtained order and established new accounts by planning and organizing daily work schedule.
- ✎ Monitored competition by gathering current marketplace information on pricing and products.

Jan 2015 – Nov 2018 with Saleh Bin Mubarak Alkulaifi Est, Qatar as Executive-Project Sales

Products: Building Materials

Accountabilities

- ✎ Managed sales of building material across entire state of Qatar based at Doha and interfaced with consultants and contractors.
- ✎ Actively involved in government tenders with preparation and submission of all technical data (documents) along with commercial documents and also participate during technical and commercial bid openings

Sep 2012 – Dec 2014 with Kenfair Safes & Locks Pvt. Ltd, Cochin as Area Sales Manager

Products: Physical Security Products- Safes, Strong Room Door, Lockers

Accountabilities

- ✎ Defined and adjusted selling prices by monitoring costs, competition and supply and demand.
- ✎ Met national sales operational targets and requirements by scheduling and assigning employees and following up on work results.
- ✎ Oversaw national sales staff by recruiting, selecting, orienting and training employees.
- ✎ Maintained sales volume, product mix and selling price by keeping current with supply and demand, changing trends, economic indicators, and competitors.

Jan 2011 – Aug 2012 with Kubs Safes & Locks Pvt. Ltd., Cochin as Sales Manager

Products: Physical Security Products- Safes, Strong Room Door, Lockers

Accountabilities

- ✎ Developed and improved the sales of the company's products along with maintaining and expanding the customer base.
- ✎ Provided proper assistance and resolved the needs of existing customers.

Jan 2009 – Dec 2010 with Century Solution (Authorized distributor of Godrej & Boyce Mfg Co. Ltd.), Lucknow as Sales Manager

Products: Physical Security-Safes, Strong Door, Lockers

Accountabilities

- ✎ Enhanced the staff accomplishments and competence by planning delivery of solutions; answered technical and procedural questions for less experienced team members.
- ✎ Handled sales of the products by establishing contact and developed relationships with prospective clients.

Commenced career at AVT Systems Pvt. Ltd., Lucknow as Sales Officer during Sep 2007 – Dec 2008

ACADEMIC CREDENTIALS

2020	Aug 2020 Done Prince2 Foundation Certificate in Project Management from AXELOS U.K.
2000	Diploma in Computer Application and Management with A Grade
1997	B. A. from Vidhyant Hindu Degree College, Lucknow University

PERSONAL DOSSIER

Date of Birth:	15 th July 1976
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Languages Known:	English, Hindi and Malayalam
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