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**Sales & Business Development Profile**

***Innovating Business Strategies | Spearheading Sales Efforts | Generating Quantifiable Results***

A dynamic & result-driven Sales professional with **11+ years** of insightful experience in heading sales, marketing and business development activities across Middle East; Expertise in all phases of sales cycle, including prospecting & lead generation, presentations, negotiation, closure and follow-up; Notable success in achieving revenue profit and business growth objectives

***Seeking a challenging senior level position with a reputed organization that will enable use of strong sales skills and business development background to make a significant impact on the bottom line***

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| --- | --- |
| **Core Competencies**   * Sales & Marketing * Business Development * Product Management * Sales Operations * Market Research & Analysis * Effective Presentation Skills * Demand Planning * Strategy Planning * Market Penetration * Pricing Strategy * Lead Generation * Customer Relations * Team Building & Leadership | **Executive Synopsis**   * Extensive experience in driving sales initiatives and leading sales teams to achieve desired sales targets * Skilled in identifying and networking with financially reliable dealers/ channel partners, resulting in deeper market penetration and reach * Exceptional skills in developing and implementing strategic sales & business growth plans and initiatives, contributing to increased revenue and profitability * Expertise in conceptualizing, running and delivering sales & marketing campaigns as a part of brand building and market development effort * Adept at interacting with corporate customers, identifying & understanding their needs and delivering customized solutions, while maintaining complete customer satisfaction * Adroit in identifying & developing new markets, generating leads and ensuring customer satisfaction * Efficient team leader and player with excellent communication, presentation and interpersonal skills |

**Work Experience**

**Honeywell International, Dubai : Jul 2010 to Present**

**Sales Operation Manager-Channel Sales & Marketing**

**Achievements:**

* Achieved an Employee Recognition Award in Honeywell
* Achieved the Six Sigma Core Green Belt Certification in Honeywell

**Key Responsibilities:**

* Identifying, developing, implementing and evaluating sales strategy, based on knowledge of company objectives, market characteristics and other factors
* Developing and executing an Operational Plan aligned to the strategic business plan, sales strategy and targets
* Executing and maintaining sales processes and initiatives in accordance with a documented Operational Plan
* Conducting extensive market analysis to generate new business opportunities
* Chiefly responsible for providing sales support for marketing and demand planning
* Consistently following up with Order Entry and Customer Care teams to ensure correct on time booking and shipping of orders
* Coordinating with customers, partners, external sales teams and higher management to ensure proper processing of orders
* Implementing and integrating the entire sales data from SAP into SFDC, to include quotations, sales forecasts, uploading price list in SAP, customer sales, open orders etc.
* Efficiently handling Salesforce.com & Big Machines for the M.E. Region
* Responsible for the pricing strategy for the M.E Region and providing scorecards on a monthly basis to the top management in regards to price gain/loss
* Strategically identifying Channel and Partner Ecosystem and planning quarterly business strategies
* Maintaining comprehensive product database vis-a-vis costs, pricing and current vs obsolete products
* Preparing proposals and sales quotation in Oracle Big Machines.
* Steering organizational excellence viz. productivity, margin expansion, consistent methodologies and skill development through formulation and implementation of continuous improvements
* Handling operations, understanding the ‘health’ of the business via sales data, progress on incentives, new product releases, sales trending and other key performance indicators
* Analyzing sales data to create detailed reports on salesforce.com and QTD performance for every Region and Sales unit in the Middle East
* Interfacing and coordinating with Channel partners/ Product and Marketing teams to ensure increased market share, achievement of sales objectives and providing crucial feedback to the top management
* Generating sales leads and supporting channel partners with technical and sales related queries
* Proactively partaking in the SIOP process by providing accurate and timely material forecast to Europe, USA and Asia Pacific factories of Honeywell

**Omnitec Security Systems, Dubai : May 2009 - Jun 2010**

**Sales Manager –Project Sales**

**Key Responsibilities:**

* Managed a sales team of three in handling key accounts and projects for Integrated CCTV Systems, Parking Management System, Access Control System, PAVA System, Access Control, Time & attendance, Lighting Control Systems, Structured Cabling & other related Systems
* Successfully initiating inquiries from the MEP contractor for ELV related systems
* Solely handling the responsibility of compiling and analyzing sales figures
* Steering Sales worth 3M $ across the UAE Region
* Strategizing and maintaining margins on Key Accounts
* Conceptualizing and implementing marketing strategies for successful implementation of projects
* Mentoring and motivating team members to deliver best performances and achieving targets
* Organizing meetings with consultants and getting the company and products marketed and specified
* Constantly keeping a track of latest introductions in the market and keeping a track of competitors to monitor competitor movements and accordingly changing strategies to combat competition
* Providing upgrades for existing buildings for systems like Parking Management Systems, CCTV Systems and other related low current systems
* Pivotal in maintaining robust relationship with clients, consultants, contractors and end users
* Providing a complete package as a turnkey project for building solutions
* Effectively negotiating and finalizing deals with contractors before finalization of projects
* Scanning the market through extensive market research, gathering and analyzing the data received from the same
* Significantly focusing on the market research and report system in order to assist the top level management in further decision making process

**Honeywell International, Dubai : Apr 2007 - April 2009**

**Service Sales Manager**

**Key Responsibilities:**

* Initiating new AMCs and Upgrades from existing installed Honeywell Customer Base for HVAC Systems, CCTV Systems, Access Control Systems and related low current systems
* Conceptualizing and implementing strategies to expand service offers based on existing market segment needs and creating new segments by implementing innovative offers
* Driving Service Sales from scratch to $2M across UAE
* Providing Comprehensive and Non-Comprehensive AMCs to end-users
* Efficiently preparing SLAs in line with the requirement of the end user within the company policy and practice
* Instrumental in renewing existing AMCs on a timely basis
* Professionally preparing Service Quotations
* Interfacing and coordinating with the Service Delivery team to ensure timely service delivery and streamlining the whole process
* Tactfully and diligently handling a cross cultural and highly efficient team
* Coordinating and collaborating as a team with the technical managers and site engineers in executing critical operations
* Following up with the Client for orders and closing deals across the table, Negotiating Commercial Terms with Clients strictly as per Company Policy and Procedures, etc.
* Overseeing timely invoicing of orders and process completion
* Successfully reporting to Honeywell Management to book the orders in the system by providing them with the required documents
* Pivotal in delivering high quality, professional and timely customer service to the end users
* Liaising with end users for execution of fit-out works and ensuring successful implementation of the same
* Instrumental in establishing robust customer relation with end users like hotels, shopping malls, and property developers as per the company standard operating procedure

**Napco Security Technologies, Dubai, UAE : Feb 2006 – Mar 2007**

**Country Manager - Channel Sales**

**Key Responsibilities:**

* Independently handling distributors in South Asian and Middle East regions like India, Pakistan, Bangladesh, Nepal and the UAE market
* Identifying market development opportunities for Security, CCTV, ACS & Fire Alarm, Systems, Explosive Detectors etc.
* Proactively participating in Security Exhibitions in order to develop strong business relations with dealers and distributors
* Rendering support local business units in budgeting, target setting and developing local marketing plans, negotiations and pricing of strategic projects in their respective countries, following up and evaluating performance achievements
* Preparing and conducting Product Presentations for distributors and dealers as well as conducting monthly reviews with distributors for order processing
* Handling shipments and preparing invoices for the same after order process

**BMTS (BMTC Group Company), Dubai, UAE : Jan 2003 – Jan 2006**

**Account Sales Manager-Project & Service Sales**

**Key Responsibilities:**

* Responsible for solution selling in project sales & service sales for ELV Systems like CCTV Systems, Fire Alarm Systems, BMS, Access Control Systems, Intercom and Emergency Lighting Systems, Access Control Systems, Intercom Systems, BMS etc.
* Initiating enquiries from the MEP contractor for ELV related systems
* Initiating new AMCs and Upgrades from the existing installed Honeywell Customer Base for HVAC Systems, CCTV Systems, Access Control Systems and related low current systems
* Sourcing and obtaining enquiries like specifications and drawings from contractor and accordingly submitting quotations
* Following up for the jobs in order to get them converted to orders
* Developing strong links with the client, consultants and MEP contractors in the region, utilizing excellent networking skills
* Building and sustaining client relations with end users
* Liaising with end users for initiation & execution of fit-outs and ensuring successful implementation for the same
* Handing upgrades of existing systems like Fire Alarm, BMS System, CCTV Systems etc.
* Developing public relations with end users like property developers, hotels and shopping malls
* Scheduling and tracking all the ongoing projects allocated to the concerned project managers according to the contractual obligation to be executed successfully
* Maintain healthy business relations with clients as per the company standard operating procedure

**Academics**

* **MBA (International Business Management),** Andhra University (2001)
* **Bachelor of Commerce**, Andhra University (1999)
* **Masters In Human Resource Management,** Pondicherry University (2003)

**Professional Development**

* Successfully completed the training for GENT Fire Alarm System Certification
* Successfully completed Sales Training for HVAC Systems
* Successfully completed Sales Training in Phoenix Controls Systems Certification
* Successfully completed Sales Training on INNCOM-GRMS
* Successfully completed Six Sigma Core Green Belt Certification
* Successfully completed Diploma In MS-Office Certification
* Successfully completed JAVA Professional Certification
* Successfully completed SAP Fundamentals Certification
* Successfully completed SIOP Fundamentals Certification
* Successfully completed training for Security Systems by Bosch and obtained a certificate for the same
* Successfully completed training for BMS Systems, EBI, CCTV Systems, Fire Alarm System by Honeywell and obtained certificate for the same

**Personal Information**

* **Nationality** : Indian
* **Languages Known** : English, Hindi, Sindhi & Telugu
* **References** : Available Upon Request