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**JOB OBJECTIVE**

Seeking assignments in Sales & Marketing/ Branch Management in Automobile (Automotive Spare Parts Industry) Sector in the Middle East .

**PROFILE SUMMARY**

* Highly competitive, self starter, disciplined and goal oriented professional with 20 years of experience in Sales & Marketing, Business Development and Independent Profit Centres Management in Automobile Industry across India and Oman.
* Track record of consistently achieving sales targets at branches, building dynamic sales teams, identifying high-yielding services and products during the career span
* Adept at handling sales and marketing operations to stimulate sales growth and realize organizational objectives
* Demonstrated excellence in identifying new markets and developing key and institutional clients for business excellence and accomplishment of targets.
* Possess motivational management style with a record of building an efficient sales team as well as distribution network

**CORE COMPETENCIES**

**Sales & Marketing**

* Taking care of the sales & business development operations with focus on achieving predefined sales target
* Using sales forecasting to ensure the sale as well as profitability of products, analysing business developments & monitoring market trends

**Business Development**

* Developing new clients and negotiating with them for securing profitable business, maintaining and managing existing accounts to ensure business sustainability
* Forecasting sales targets and executing them in a given time frame thus enhancing clientele, organising promotional programs & participating in exhibitions for greater brand visibility

**Dealer Management**

* Identifying and networking with financially strong and reliable dealers/ distributors resulting in deeper market penetration and improved market share
* Developing and appointing new channel partners to expand product reach in the market and coordinating with the partners to assist them to promote the product

**Team Management**

* Imparting /organizing training programs for achieving pre planned business targets
* Leading, training & monitoring the performance of team members to ensure efficiency in sales operations and meeting of individual & group targets.

**ORGANISATIONAL EXPERIENCE**

Since Nov,2013  **Dy.Manager -Sales -Eint Automotive LLC - W J Towell Group ,Oman**

**Highlights**

* Responsible for the entire Sales Operations in Muscat.
* Managing and driving the entire Sales force which include Expartite and Omanis.
* During my tenure, my profile consisted of analyzing daily market trends , taking appropriate action to increase sales ,maintain demand & to increase the market share as well as increase corporate customer base for Lubricants, Batteries and warning systems.
* Forecasting stocks based on market demand and involving in overseas purchase for the department.
* Perform Annual budgeting
* Reporting to the Business Manager & Sr. General Manager.

Since Nov’07: **Assistant** **Manager -Sales, Towell Auto Centre LLC, Muscat, Oman.**

**Highlights**

* Played a vital role in analyzing competitors marketing activities and pricing (Played a major role in market intelligence) to penetrate products of the organization
* Demonstrated excellence in handling product promotions by visiting dealers and corporate customers
* Converted all loyal customers generated from the previous assignment in Oman to our fold.
* Led Sales Force and achieved established set targets of the company
* Attained breakthrough in corporate sales
* Instrumental in supporting SM in branch budgeting, product promotion, dealer development, supplier negotiation, monthly product purchase planning, stock management activities and day-to-day affairs
* Played a vital role in managing the entire operations in absence of SM
* Exclusively involved in Battery, Lubricants & Warning Systems business
* Honored with following awards & appreciations:
* 4 years continues in a row from CEO & GM of the company
* Excellent contribution in replacement parts sales growth in Muscat – year 2008
* Sales Growth Award in 2009
* Excellent contribution & consistency in Sales Performance in Muscat in 2010
* Best Sales performance – 1ST Position in 2011

May’05 – Nov’07:

 Au**to Parts International Co. LLC- Oman (A Kapico Group- Kuwait ), as Sr. Executive -Area In Charge -Sales.**

**Highlights**

* Recommended & Introduced Sales & payment linked growth incentives
* Individual dealer incentives to promote products at retail outlets.
* Experience generated in handling Engine, Suspension & body parts for Japanese, European & Korean vehicles.
* Travelled visited entire Oman Market, Identified dealers, Institutions, service centers, in each locations based on product profile.
* Appointed Stockiest in various locations across Oman to promote products & generate loyalty in business.

**Growth Path**

Apr’93 – Apr’05:

 Mar’93- Apr’99: **Poomkudy Agencies (P) Ltd.,Corporate office - Cochin - Kerala ,India**

 Sales Executive (Cochin & Calicut Branches in Kerala and part of Karnataka)

 **Poomkudy Agencies (P) Ltd , Chennai Branch, Tamil Nadu , India**

May’99 – Mar’01: Branch In-Charge ( Chennai Branch - India)

Mar’01 – Apr’05: Branch Manager ( Chennai Branch - India)

**Highlights as Branch Manager**

* Stellar role in leading a team of Sales Representatives
* Acknowledged for efficiently evaluating reports, setting targets for the branch and arranging marketing activities
* Played a key role in handling timely order planning for the Branch, product purchases from Principles
* Managed payment follow-ups and arranged funds for suppliers
* Instrumental in arranging and managing external & internal logistics for distribution network
* Periodical joint visit to the customers in different locations in Tamil nadu to meet dealers/service centres Fleet owners and institutions in Apr’00- Mar’05
* Successfully reported to the Managing Director of the company

**Highlights as Branch In-Charge**

* Pivotal in managing Sales Representatives and leading day to day affairs of the branch
* Travelled throughout Tamil Nadu and established new localities and a wide range of good customers for a period
* Reported to the GM of the company

**Highlight as Sales Executive (Cochin & Calicut Branches in Kerala and part of Karnataka)**

* Acted responsible for booking orders collecting timely payments and achieving targets

**EDUCATION**

1993 B.A. (Literature) from University of Kerala

2014 MBA (Marketing- Registered & Joined) distance education from Sikkim Manipal

 University

**IT SKILLS**

* Well versed with MS-Office (Word and Excel) and Internet Applications.
* Kerridge operation systems.

**PERSONAL DETAILS**

Date of Birth: 3rd December, 1971

Marital Status: Married

Linguistic Abilities: English, Hindi, Tamil, Malayalam, Kannada (Basic) & Arabic (Basic)

Nationality: Indian

No. of Dependants: Wife & Son – Living with me in Oman