[BENNY.295122@2freemail.com](mailto:BENNY.295122@2freemail.com)

****

**BENNY**

**Result Oriented Senior sales, Marketing & Management Executive with extensive Professional Experience in the following areas:**

* **Executive Level Sales and Marketing Management.**
* **Building and Managing Distribution Net work.**
* **Hiring Sales Force.**
* **Marketing Strategy Development / Implementation.**
* **Management**

**PROFILE**

* **Dynamic and Successful Sales/ Marketing Executive with extensive experience in Distributor/Dealer Management utilizing strong Leadership and Excellent Communication skills.Expert at building positive relationships with customers and employees.Skilled at mentoring sales people(Staff Development)to achieve success.**
* **Over 24 years of Experience in Domestic and International sales Enviornments.**

**Using Strong Skills in Marketing and Sales, New Product Development and Key Account Management**.

* **Computer Software Experience:All Microsoft Office software (Word,Excel and Power Point).**

**Areas Of Expertise**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| |  |  | | --- | --- | | **Driving Strategic Growth** | **New Product Launches** | | **Motivating/Managing Sales Team** | **New Market Development** | | **Increasing Sales Revenues** | **Key Account Management** | | **Sales Presentations** | **Market Analysis** | | **New Product Development** | **Market Research** | | **Customer Relationship** | **Problem Solving** | |

**Significant Accomplishments**

* **Best Show Room Manager Award 2012-2013 At Josco Jewellers.**
* **Performance Award 2009-2010 at Bukamal –Bahrain.**
* **Performance Award 2006-2007 at Bukamal- Bahrain.**

**Professional Experience**

**1. Kollam-(Sept 2011 to Present)-One of the Leading Jewellery Chain in the country.**

**Position : Show Room Manager**

* **Train ,Coach and Mentor new Employees and existing staff to maximize selling proficiency.**
* **Achieved Sales Target in 2014-2015,2015-2016.**
* **Developed all Promotional / Marketing materials working closely with advertising firm.**
* **Conducted Market Research and introduced new Models.**
* **Personally handle all aspects of Sales ,Administration and Management.**
* **Built Relationship with all customers to increase repeat business.**
* **Monitoring and analyzing Market Trends.**
* **Arrange Schemes and Offers.**
* **Used range of Tolls to Motivate Staff.(Total 85 employees)**
* **Evaluation of Marketing Activities.**

**2.Bukamal –Bahrain-April 2004-April 2011.(Bukamal is a Leading Distributor in Bahrain for Building Materials.**

**Position: Product Manager**

* **Increased Dealer base from 30 to 120.**
* **Achieved 132.82% Growth in Sales and 126.17 % Growth in Margins in the year 2006-2007.**
* **Maintained Sales and Margin of 250 products.**
* **Conducted Market Research and recommended new products.**
* **Achieved corporate goals in sales as well as collections.**
* **Successfully designed and implemented promotional schemes.**
* **Managed and controlled 120 dealers and established good relationships.**
* **Developed and built good relationship with stake holders at all levels.**

**3. SPECTRUM SOFTTECH SOLUTIONS -KOCHI.FEB 2002-MARCH 2004**

**(An Established Medical Transcription Company engaged in Web Hosting,Domain Registration,Dial up and Prepaid Internet connection)**

**Position-Channel Sales Manager**

* **Successfully Marketed the Company services Web Designing and Hosting,Domain Registration,Dial up and prepaid internet connection.**
* **Developed and built Corporate clients and dealers in south Kerala..**
* **Work closely with software personnel for the smooth running of business.**
* **Successfully launched Prepaid Internet connection.**
* **Led a team of Executives and achieved company goal.**
* **Handled all dealer issues and customer complaints promptly.**

**4. POOMKUDY TEMPO-KOCHI (MARCH 2000-JANUARY 2002)**

**(Dealers for Bajaj Tempo Vehicles in Kochi.**

**Position-Marketing Manager**

* **Successfully Marketed Bajaj Tempo Vehicles in Kochi City.**
* **Co-ordinated with manufacturer to ensure sufficient stock.**
* **Ensured high quality service, resulted customer delight and repeat orders.**
* **Preparing Budgets and responsible for sales and inventory control.**
* **Conducted Test Drives and and Displays.**
* **Directed and Motivated Sales Team to achieve the desired sales goal.**
* **Overall Administration of the Showroom.**

**5. Megalux Electronic Controls-Trivandrum.(May 1992-February 2000)**

**(Company Manufacturing and Marketing Electronic Choke,C F L Lamps,**

**C F L Adaptor,Bulbs and Tube Fittings).**

**Position- Area Sales Manager.**

* **Developed and Built 20 Distributors and and 175 Dealers in Kerala.**
* **Achieved consistent growth in sales and margin.**
* **Established Brand image.**
* **Bagged 1 Million worth orders from ANERT.**
* **Built strong Dealer relationships and provided high value adding services,**

**resulting an increase of 15% Company Market share.**

* **Consistently hit and exceeded sales goals by 20%.**
* **Supported sales team in writing proposals and closing contracts.**
* **Trained all incoming sales team members.**
* **Conducted Market Research and Recommended new Products.**

**6. H C L Limited-Kochi.(May 1987-April 1992).( Company Manufacturing and Marketing EPABX,FAX and TELEX.)**

**Position-Sales Executive**

* **Completed Customer Searches to generate new leads.**
* **Visited Clients onsite to give benefit oriented Sales Presentations.**
* **Prepared Sales Contracts.**
* **Responded to Telephone and in-person requests for information.**
* **Managed Route Plan and Travel Schedule.**
* **Contacted Satisfied Customers to offer additional services.**
* **Collected and processed payments.**
* **Submitted and Tracked Orders.**
* **Resolved Customer Concerns promptly to maintain satisfaction.**

**EDUCATION**

* **B A Degree in English Literature-1987 -Union Christian College.**
* **Post Graduate Diploma In Marketing & Sales Management.-1990-Rajendra Prasad Institute of Communication & Management –Bombay.**

**OTHER INFORMATION**

* **Date of Birth- 18-05-1962.**
* **Driving License-Indian, Bahrain-(Expired on 2014).**
* **Passport Validity Till- 29/12/2020**