**CAREER SUMMARY:**

**Rakin.**

[**Rakin.336378@2freemail.com**](mailto:Rakin.336378@2freemail.com)

Dynamic, result oriented sales professional having 10 Years of Experience in the field of selling of HVAC Equipment’s, Centrifugal Pumps and Power tools to industries like Oil & Gas, Petrochemical, Construction and managed to influence Consultants to enlist the products in buying process

**KEY STRENGTHS:**

Contractual Negotiation | Budgeting & Forecasting| Key Accounts Management |Team Management Dealer/Distributor Management | Product Launching & Product Demonstrations | Presentations | Coaching and Mentoring | Vendor Management | INCOTERMS |India &Middle East Experience UAE D/L

**EDUCATION: B TECH in Mechanical Engineering from Government College of Engineering – Kannur**

**KEY SKILLS & COMPETENCIES**

**Sales, Business Development & Operations:**

* Effectively executed business strategies/policies to exploit current market demand and future demand.
* Identified business opportunities by identifying prospects and evaluation their position in market.
* Interpretation of Enquiry package and preparation of techno commercial documents.
* Tender responses and preparation of queries to clients for any ambiguity or missing information’s.
* Meet Potential customers on daily basis and expanded client data base.
* Reviewed actual sales against projected and ensured to meet personal and team targets.
* Worked with a design/Application team to generate and close customized proposals
* Maintained relationship with clients by providing support, information, and guidance researching and recommending new opportunities, recommending profit and service improvements
* Maintained quality service by establishing and enforcing organisational standards and as per QHSEMS
* Conduct market intelligence survey to keep track of competitors business policy, pricing structure, discount policy and so as to support team business strategy.
* Monitored the outstanding debt statement and following to ensure timely collection.
* Dealer / Distributor Management and technical support to clients.

**PROFESSIONAL EXPERIENCE:**

**HRS FUNKE Heat Transfer Group**– HRS Funke are into Sales and Services of Heat Exchangers, Calorifiers, Hot Water Boilers, Steam generators and Integrator for solar Hot water systems.

**Sr. Sales Engineer, April 2016 – Present.**

**Key Customers -** Catering to MEP contractors in UAE, Major Customers dealing with Sobha MEP,Al Shafar United, Al Futtaim Engineering, Sterling Sanitary , Saudi Bin Laden Group and major consultant Arch group, Al Ajmi, WME Etc.

**Key Accomplishments:**

* Set up of proper sales process within the team.
* Sold all products including Heat exchangers, boilers &solar systems to various customers
* Channelized enquiries for heat exchangers and Solar systems.
* Increased the brand visibility and client data base.
* Accomplishment 80% of annual target within 6 months.

**AMANA Pipeline Construction LLC** – Amana pipeline construction is a renewed EPC Contractors who are into construction of Pipelines and associated facilities for Fuel Hydrant Systems / fuel farms and District cooling network.

**Procurement Engineer, April 2013 – January 2016**

**Key Activities:** Understanding Specifications for pipes, Fittings, Insulated Pipes, Fittings as well as capital equipments for HVAC and aviation fuel hydrant systems and finalize with vendors who compiles the specifications and validating the quotes.

**Key Accomplishments:**

* Reduced the lead time for procuring Capital Equipment’s
* Established proper Inspection and surveillance plans for capital equipment’s.
* Ensured procured materials at par with QHSE requirements.
* Proper Inspection of incoming Equipment and reduced the final rejection of materials from client by proper Identification and establishing Procurement Inspection Plans and document requirements
* Traceability for materials established even after the closure of projects for better close out
* Completed a district cooling network project as a lead project Engineer.

**NOVA ACR Services** – Nova ACR Services are the authorised Distributor for Johnson Controls, Unitary Products ( York Air conditioners ) for pan India Basis Including sales, Service and commissioning. Operating through set of 200 Dealers all over India

**Area Sales Manager, October 2011 – October 2012**

**Key Segment and Customers –** HVAC Dealers in Karnataka including belair refreigeration, Aircon.Setting targets to dealers and support them to achieve the targets.

**Key Accomplishments:**

* Established a new Dealers in Karnataka for York Product line.
* Ensured smooth Operations of Branch.
* Set the Targets for dealers and ensured all the dealers achieve the targets
* Implemented training sessions for technicians for product Installations
* Achieved 225 % Growth on Year on Year Business

**ROTHENBERGER India Pvt Ltd** – Rothenberger is a German based MNC specialised in manufacturing of Pipe tools and HVAC tools for Plumbing, fire fighting and refrigeration equipment installations.

**Application Engineer, October 2009 – May 2011**

**Key Segment and Customers –** MEP Contractors, Consultants in Karnataka, Customers include Sterling & Wilson , L&T , Siddhi Vinayaka Plumbing, & Ganga Engineering etc.

**Key Accomplishments:**

* Developed a Dozen of New applicators for by properly understanding Product, Features and Benefits of Threading machines, Core Cutting Machines-[
* Developed new application for HVAC tools.
* Achieved the Set targets for Financial year 2010 and 2011
* Increased the product visibility across all industries

**PROCESS PUMPS India Pvt Ltd** – Manufacturers of corrosion resistance centrifugal pumps, Manufacturers pumps in metallic and non-metallic range. Also manufactures pumps for special application such as cantilever shaft pumps, submersible pumps. An ISO 9001 2008 certified company

**After Market Sales and Projects Engineer, July 2007 – November 2009**

**Key Segment and Customers –** Process Industries, Pharma Industries, oil & gas Customers includes, SAIL India, Jubilant Organosys, Vizag Steel,Cipla etc.

**Key Accomplishments**

* Increased the sale of Spare parts by refurbishing old contacts
* Increased repeated sales within set of customers
* Managed the project for special pumps
* Effective communication between all departments and customers ensured zero design failures for customized pumps

**I.T SKILLS:** Proficiency in MS Office Applications, Worked in **Maximo** and Worked in **ERP/SAP** Environment.

**SEMINARS & TRAININGS ATTENDED:**

* Design Concepts and selection of HVAC Systems from ACE Technologies, Bangalore
* Successfully completed Product training for Power tools from RothenBerger.
* Attended Seminars from SSPC for Fire Retardant Coating.
* Attended Workshop on Heat Shrink Sleeves on Field Joint Coating
* ISO 9001:2015 Approved lead Auditor