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**Career Objective:**  Seeking medium level challenging assignment in Business Development & Sales with a growth organisation of repute, where my Sales Expertise and skills will significantly contribute to organisational goals and objectives.

***Professional Overview***

Over *14* *years* of cross functional experience in Sales & Marketing, Brand Promotion, Dealer Network Development, Industrial Sales, Project Sales (Institutional, Residential, Estate, Hospitality)

Presently working as Freelancer and doing online/offline Computer jobs.

Associate with real estate dealers and do liasioning to engage clients with them.

Work as Freelancer for CBS-EMBEX Pvt Ltd. for sales & marketing activities.

Earlier worked as *Assistant Manager with* *M/s. EON Electric Limited, Reporting to Regional Manager, and Business Development in Northern Region (Tri-City i.e. Chandigarh, Panchkula, Mohali, Punjab, J & K)*

Responsible for business development with Dealers, Generate Project Sales & Enquiries, Architects, Consultants & Private Organisations and Getting Approval from Govt. Departments & Big Projects.

Experienced in Business Development with Architects, Consultants, Contractors, Industrial OEM’s & Direct customers, costing and price negotiation, settling complaint of commercial as well as technical nature. Handled major OEM’s account independently.

Experienced independent sales generation of Rs 3 Crores, with sales in Insulated PVC Wires & Cables.

Experienced in handling sales force of 6 Sales operators in the region of northern India.

Experienced in developing almost 5 major distributor, 30 direct dealers for conveting sales as per the assigned target given by companies.

A keen planner & strategist with expertise in Customer Handling, Price Negotiations, order Executions as per delivery & Target commitments.

Expertise in managing entire breadth of supply chain operations inclusive of order/ schedule generation, customer communication & handling material management.

***Core Competencies***

***Marketing/ Business Development***

* Business development with OEMs (Panel Builders) in close co-ordination with senior level management
* Identifying and developing new streams for revenue growth and maintaining relationships with existing customers to achieve repeat/ referral business.
* Managing activities pertaining to negotiating/ finalization of deals (techno commercial) for smooth execution of sales & order processing. Provide technical service support to clients and resolving their issues/ concerns.
* Conducting competitor analysis by keeping overview on market trends and competitor moves to achieve market share metrics.
* Developing marketing plans to build customer preference and drive volumes.
* Attend and settle customer complaint of Technical / Commercial nature.
* Handled marketing for Domestic & Industrial Switch Gears, Modular Switches, Domestic & Industrial Wires & Cables, Lighting.

***Logistics***

* Ensuring shipment tracking and monitoring till safe delivery is made on time.
* Ensuring the compliance on all the legal requirements

***Accounts & Payments***

* Account reconciliations with Distributors/Dealers & Customers.

***Professional Credentials***

*Freelancing July,2015 – Till Date*

* Presently working as Freelancer and doing online/offline Computer jobs.
* Associate with real estate dealers and do liasioning to engage clients with them.
* Work as Freelancer for CBS-EMBEX Pvt Ltd. for sales & marketing activities.

*M/s. EON Electric Limited Nov, 2014 – June,2015*

*Assistant Manager – (LED Lighting)*

*Product Range: LED Lighting, Consumer Lighting, Wires, Fans & Geysers under Brand Name ‘EON ELECTRIC Limited’*

*Sales Target*

*2015-16: 4.00 Cr.*

* Accountable for creating & handling Project Dealer/ Govt. Dept Approvals/ Project Sales independently, for approval in Major Govt Departments/Projects for LED Lighting, Wires, Fans & Geysers.
* Accountable for Brand Promotion thru Consultants/Contractor/Architect Meets & Technical Meets
* Major Achievements:
	+ Generated order of Rs. 20.00 Lacs from Hotel JW Marriot, Chandigarh for LED Lighting & Track Lights
	+ Generated order of Rs. 10.00 Lacs from Hotel Radisson, Jalandhar for LED Lighting
	+ Arrange Technical Seminar in MES Pathankot & Railway Board Ferozepur for Product approval in department.

*M/s NOVATEK Electro Engineers Pvt Limited Nov, 2012 - Nov,2014*

*Area Sales Manager – (Industrial & Domestic Switchgears)*

*Product Range: Modular Switches, DB, MCB, MCCB, ACB’s, Contractors, Relays, Drives Etc. under Brand Name ‘SCHNEIDER ELECTRIC’*

*Sales Target*

*2014-15: 7.00 Cr.*

* Accountable for creating & handling Dealer/ OEM’s/ Panel Builder/ Govt. Dept/ Contractors independently, for Low Voltage Switchgears Products i.e. MCB’s, MCCB’s RCCB’s, Relays, Switch Fuse Units, Contactors Drives, Distributions Boards & Modular Switches.
* Accountable for Brand Promotion thru Consultants/Contractor/Architect Meets & Panel Builder Technical Meets
* Major Achievements:
	+ Generated order of Rs 3.50 Cr. from Various Departments/ Contractors/ Dealers for Industrial/Domestic Switchgears
	+ Generated order of Rs. 35.00 Lac from Residency View Residential Society, Mohali for Modular Switches & MCB
	+ Generated order of Rs. 5.00 Lacs from Vrindavan Heights Residential Society, Panchkula for Modular Switches
	+ Generated order of Rs. 5.00 Lacs from Alchemist Hospital, Panchkula for Modular Switches & MCB.

*M/s. WIPRO Limited Aug, 2010 – Oct, 2011*

*Area Sales Executive -*

*Product Range: CFL, MH Lamps, Ballasts, Consumer Luminaries, LED Lighting & Appliances under Brand Name ‘WCCLG’*

*Sales Target*

*2010-11: 1.80 Cr. (Achieved 2.0 Cr)*

* Accountable for creating & handling Distributor/ Dealer network independently, for lighting products i.e. CFL’s, MH Lamps, Consumer Luminaries, Ballasts, *LED (Lighting & Appliances)*.
* Accountable for Brand Promotion thru Advertisements, Banners, Canopies
* Major Achievements:
	+ Develop 4 new distributors & 6 new dealers other than existing ones.

*M/s. STANDARD Electricals Limited July, 2008 – Aug, 2010*

*Assistant Manager -*

*Product Range: Industrial & Domestic Switchgears under Brand Name ‘STANDARD’*

*Sales Target*

*2009-10: 3.00 Cr. (Achieved 3.00 Cr)*

* Accountable for creating & handling Dealer/ OEM’s network independently, for Low Voltage Switchgears Products i.e. MCB’s, MCCB’s RCCB’s, On-load/Off-load Changeovers, Rewirable Switch Fuse Units & Distributions Boards
* Accountable for Brand Promotion thru advertisements, banners, canopies, Electricians & OEM’s Technical Meets.
* Major Achievements:
	+ Generated order of Rs 60.00 Lacs from M/s Power Solutions, Baddi for Industrial/Domestic Switchgears
	+ Generated order of Rs 70.00 Lacs from M/s G S Telecommunications for Domestic Switchgears

*M/s. RR Kabel Limited Sept, 2003 – Jun, 2008*

*Sr. Sales Executive -*

*Product Range:* RR Copper Wires & Cables, RR Industrial Plugs & Sockets, RR EUBIQ Power Outlet System*, under Brand Name ‘RR KABEL’*

*Sales Target*

*2007-08: 2.50 Cr. (Achieved 3.00 Cr)*

* Accountable for creating & handling Dealer network independently, for PVC Wires & Cables i.e. Single Core/ Multi Core Copper/ Aluminium Wires & Cables
* Accountable for Brand Promotion thru advertisements, banners, canopies, Architect, Consultant & Electrician Meets
* Major Achievements:
	+ Generated order of Rs 90.00 Lacs from M/s Synergy Communications & Sigma Punch for Tele-communications Towers for Domestic Wires & Industrial Cables
	+ Generated single order of Rs 50.00 Lacs from Hotel TAJ GVK for Domestic Wires & Cables
	+ Generated single order of Rs 35.00 Lacs from M/s Ranbaxy Laboratories Limited for Domestic Wires & Industrial Cables
	+ Generated single order of Rs 25.00 Lacs from M/s ICON Batteries (A part of Luminous Invertors & Batteries) for Domestic Wires & Industrial Cables
	+ Generated single order of Rs 25.00 Lacs from M/s NICOLAS PIRAMAL Pvt Ltd for Domestic Wires & Industrial Cables
	+ Developed 04 Dealers, 20 sub-dealers to generate sales turnover of Rs 3.00 Crores, annually

*M/s. HAVELLS INDIA Limited Apr, 2001 – Aug, 2003*

*Sales Officer -*

*Product Range: Modular Switches/ Wires & Cables under Brand Name ‘HAVELLS’*

*Sales Target*

*2002-03: 1.25 Cr. (Achieved 1.50 Cr)*

* Accountable for creating & handling Dealer network independently, for PVC Insulated Wires & Wiring Accessories i.e. Modular Switches.
* Accountable for Brand Promotion thru advertisements, banners, canopies & road shows
* Major Achievements:
	+ Generated single order of Rs 15.00 Lacs from Willow Bank in Shimla for Wires and Modular Switches
	+ Generated single order of Rs 20.00 Lacs from Urban Housing Building Society for Wires
	+ Generated order of Rs 10.00 Lacs from Baba Mal Dass Charitable Trust in Mohali for Wires
	+ Generated single order of Rs 15.00 Lacs from Hotel Good-Wood (Radisson-Group) in Shimla for Wires and Modular Switches

***Academic Credentials***

1998 Bachelor of Arts (Punjab University, Chandigarh)

1998 Diploma in Computer Application & System Management (R.I.C.M., Chandigarh)

1999 2 Month Certification in Visual Basic 6.0 (Hartron, Chandigarh)

***Last CTC:***

Rs 6.50 Lacs + Perks

***IT Skills:*** MS office (Excel, Word, Power Point), Internet & SAP Module

***Date of Birth:*** 10th November, 1976