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Managerial assignments in Sales & Marketing, Business Development & Client servicing with an organization of repute in Automobile Sector & ready to relocate.

**Professional Profile**

* Over 10 years of experience in Sales and Marketing, Business Development.
* Implementing competitive sales programs to increase product awareness and enhance business growth.
* Expertise in understanding customer need, handling customer queries & motivation to sub-urban business associates in the region helped in increasing customer base for the employer
* Proficient in analyzing market trends to provide critical inputs for business development initiatives and formulation of selling and marketing strategies.
* Distinction in managing activities pertaining to product analyzing and event organizing.

**Core Competencies**

### Sales & Marketing

* Planning &analyzing business strategy for assessment of revenue potential & opportunities to achieve planned targets.
* Planning and implementing promotional programs for greater brand visibility
* Identifying prospective clients by extensive study of market trends.

**Business Development**

* Devising and implementing business plans for marketing of products & services.
* Analyzing market requirement/ response and communicating the same to the branch manager.
* Building relationship with the client (individual and corporate), to source out references for new prospects.

**Career Highlights**

**Oct’11 To Nov’16: working with Tata Motors Ltd., as SALES MANAGER in Pune.**

**Notable Contributions**

* Plan, direct and control the dealership sales, sourcing, refurbishment teams to meet monthly targets
* Training and development of dealership team on Exchange and Pre-owned Commercial vehicle business.
* Plan and carry out sales & marketing promotion activities and campaigns
* Monitor and review the adherence of dealerships to certification and refurbishment norms so as to maintain the equal quality standards.
* Establish good relationships with third parties such as vehicle financiers to ensure smooth business process for dealerships.
* Carry out market research and customer surveys to provide feedback to respective heads in HO.
* To design, implement & support in sales & Promotional activities/ Schemes like-Loan Mela.
* Escalate issues on matter of key importance to the Area Manager –
* sufficiency of quality trained manpower per  outlet
* Training requirements of executives or any other HR issues
* Financier availability and any improvement / suggestions.

**July’06-Sept’11: worked with MARUTI TRUE VALUE, as MANAGER in Aurangabad.**

**Notable Contributions**

* Proficient in handling a wide spectrum of sales activities from developing business plans/ to implementing and executing them in real time sales environments.
* Gather intelligence on market analysis and research of the competitive products.
* Fund Management of the dealers & managing smooth relations with the financers to ensure quick processing of financial cases of vehicles being sold with finance.
* Planning & execution of Brand promotional activities.
* After-sales follow up of customers to source out references from them for new prospects.
* Work as a link between customer & various financial institutions, insurance companies and registration authority.
* Thorough Market Research & hence dealer acquisitions in Aurangabad Market.
* Focused Exchange penetration in Maruti True Value Dealerships & hence increased sales.

**Education**

* MBA (Marketing) from Millennium Institute of Management, Aurangabad in 2006
* B.Com from S.B.E.S.College of Arts &Commerce, Aurangabad in 2003.

**Projects Undertaken**

**A STUDY OF CONSUMER’S BEHAVIOR IN FMCG.**

This project was undertaken as part of the course curriculum in the fourth semester, it includes study ofConsumer Behaviour how it depends on his needs and keeps on changing time to time. Also how consumer behaviour in the decision process and acts of various people in buying and using various products. It was successfully completed and executed, and resulted in analysing number of consumer’s Behaviour at various stages along with changing decision making process.

**In Plant Training**

**AT COSMO FILMS LTD. SITUATED AT MIDC WALUJ, AURANGABAD**

Completed Implant training of one month in various departments like Administration, Planning, Purchase, Stores, Assembling and Quality Assurance at Cosmo Films Ltd. MIDC, Waluj, Aurangabad.

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