**Sunil**

**sunil.363207@2freemail.com**

**Profit-Driven Sales & Marketing Professional**

Driving strong and sustainable financial gains through leveraging corporate potential, enhancing top-notch marketing solutions, innovative branding strategies, and dynamic corporate events.

**SYNOPSIS**

**CORE SKILLS**

**Strategic Planning**

**Sales & Marketing**

**Business Development**

**Distributor/ Vendor Management**

**Client Relationship Management**

**Revenue Generation**

**Brand Promotion & Management**

**Market Development**

**Liaison & Coordination**

**PERSONALITY TRAITS**

**Proactive**

**Rationality**

**Good Business Judgment**

Offering 24 years of experience in the areas of Strategic Planning, Business Development, Marketing & Sales and Team Management. Presently, working with MTS (Telecom Company) as a Distributor. A strategic planner with proven track record of exploring new markets, managing sales & service operations & achieving desired goals. Possess wide knowledge of the territory under coverage, their population, profile, business potential etc. & ensuring distribution (product wise), frequency of coverage / personal visit as per company norms and have Area Coverage Plans (ACPs) in place for the Territory / Distributor.

Dexterous at analysing market trends to provide critical inputs for business development initiatives and formulation of selling and marketing strategies. Adroit in building product visibility, reviewing and interpreting market response to facilitate product improvement & contribute towards the growth of an organisation. An effective communicator with good presentation skills and abilities in forging business partnerships and establish beneficial relationships with channel partners.

**EMPLOYMENT RECITAL**

**MTS (Telecom Company) || Distributor || Since Dec’13**

**Key Deliverables:**

* Looking after the sales & marketing for MTS Data Card – Prepaid & Post-paid card with the focus on achieving the pre-set target within the set time frame.
* Liaisoning with 300 Retailers for the revenue generation, product management on the area basis as well as ensuring the proper placement.
* Proactively, involve in the timely dispatch of the products and collection of money on the routine basis.
* Formulating business strategies and strategic utilization and deployment of available resources to achieve organizational business objectives.
* Diligently, employed 2 members for providing the demonstrations to the customers.
* Monitoring the re-charge facilities, checking balance whenever required.
* Handling all the customers purchase & ID proof documentations.

**Aspi Cars Pvt. Ltd.||Branch Manager, Naranpura Ahmedabad ||14th Nov’09 to 31st Jul’13**

**Cargo Motors Pvt. Ltd.||Sales Manager, Ahmedabad ||26th Nov’01 to 1st Nov’09**

**Key Deliverables:**

* Majorly, worked for the sales and marketing of the Four wheelers.
* Maintained outstanding relations with key clients & banks to generate referrals as well as build revenues for business
* Instrumental in mapping the requirement & providing best coverage and services; generating business from existing accounts and adding new accounts to drive depth of distribution.

**Bank of Punjab|| Sr. Corporate Sales Executive, in the Small Enterprise Group (SEG), under the Regional credit & Risk Manager || 03rd Jan’01 to 20th Nov’01**

**Key Deliverables:**

* Involved in the opening the corporate accounts of the clients in accord with the standards.
* Maintained Internal MIS as well as handled daily activities like sanctioning, disbursement, and documentation.
* Coordinated with sales & other department to follow up of stressed A/CS and NPA management & prepared relevant data.
* Monitored the credit checks and defaulter checks as well as scrutinized the Logged in cases
* Efficiently, solved the queries raised by the Risk authority along with handled the Disbursal activities

**City Palace (Udaipur) || Sales Executive, Hotel & Resorts || 28th Nov’95 to 30th Mar’99**

**Sterling enterprise Ltd.||Sales Executive, Hotel & Resorts || 07th Dec’93 to 15th Oct’95**

**Key Deliverables:**

* Involved in the selling of the Memberships of Resorts & clubs.
* Developed & maintained healthy business relations with major institutional and corporate clients, ensuring customer satisfaction by achieving delivery & service quality norms.
* Implemented market efficient qualitative and quantitative selling objectives after analysing the market growth rate and company’s position.
* Developed & expanded distribution channel through the network to enhance product reach & achieve business targets.

**ACADEMIC CREDENTIALS**

B.com from H K Commerce College Ahmedabad; Gujarat University with 57.00% 1991

**IT FORTE**

Well versed with Microsoft Office and internet applications.