**PRADEEP**

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| Resume Pic | Email: [pradeep.369080@2freemail.com](mailto:pradeep.369080@2freemail.com) |

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***Career Objective***

To Have An International Exposure By Being An Active Member Of

A Progressive Organization

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***Profile***

Accomplished & seasoned Sales professional with experience in handling Consumer Durables & Office Furniture, in a career spanning over 30 years.

Excellent command on written & verbal communication. Fluent in English.

Strong in Sales Administration. ( building & leading sales team, generating/ handling enquiries, understanding customer requirements, product-customization/ demonstration, follow-up, order-implementation, co-ordination with production/ sourcing departments, overseeing deliveries, collection, post-sales follow-up, et al.)

A team player with ability to take people along & always enthusiastic in accepting challenging assignments.

Ability to deliver high-quality work under demanding dead-lines in fast-paced environment. Entrepreneurial drive to succeed.

Professional approach & absolute integrity.

Proficient in MS word processing.

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***Professional Experience***

*Sales:*

* Managing Retail & Corporate Sales of Office Furniture (Chairs in particular)
* Handled Retail, Channel & Institutional Sales of Consumer Durables & off-the-shelf Electronic products
* Achieving Pre-determined Sales & Collection targets through sales-teams as well as through personal effort
* Facilitating Selection, Induction, Training of Sales Personnel
* Strengthening distribution set-up / Appointment of new channel partners
* Management of Key-relationships at various levels
* Co-ordinate with Production, Accounts & relevant departments to achieve organizational end-objectives
* Inculcating & cultivating quality-consciousness in the attitude & operations of the staff. Ensuring repeat business from existing clients through dedication to the Product-quality & Customer-Service

*Marketing:*

* Gathering market intelligence in respect of competitors’ products/ pricing/ promotion
* Keeping abreast of new emerging product-trends in terms of product-compositions/ designs, features, styling etc. Advising product - team to assess possibility of incorporation of these into current product-range
* Studying possibilities of product-extensions into allied applications in order to expand existing market

*Product-management:*

* Exploring possibilities of input-cost reduction

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***Contribution to Existing Employer***

* Joined this organization at the inception, ahead of launching of a new product (Office Chairs).
* Found a perfect niche segment for the product in an otherwise fiercely

competitive market-place. Cultivated the product to especially suit the

requirements of Clients who demanded excellent quality at moderate

pricing. This strategy, apart from garnering Sales, also ensured better

margins & faster collections.

* In spite of the handicap of being a late entrant in most of the client-organizations, managed to gain an entry, in the face of existing, organized-sector chair-brands and thereafter sustained our presence on the basis of sheer quality & after-sales-service.
* A legacy of quality-consciousness, in attitude & operations of the organization, was created through a constant process of staff-training.

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***Employment History***

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| ***Organization*** | ***Designation*** | ***Duration*** |
| Grace Engineers | Head-Marketing | Sept. ‘94 – till date |
| Advanced Marketing | Gen. Manager-Sales | Oct. ‘90 – Sept. ‘94 |
| Carrier Aircon Ltd. | Sales Executive | Sept. ‘88 – Sept. ‘90 |
| Voltas Ltd. | Managerial Asst. | Oct. ‘85 – Sept. ‘88 |
| Singer Ltd. | District Manager | May ‘85 – Oct. ‘85 |
| Crompton Greaves Ltd. | Marketing Asst. | Oct. ‘79 – Sept. ‘84 |

***Education***

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| University of Bombay, Mumbai, India  Bachelor of Science ( B.Sc.)  ( Subjects: Chemistry & Physics )  Completed Intermediate level of French language learning from –  Alliance Francaise de Bombay | Year 1979  Year 2004 |

***Personal Details***

Date of Birth : June 9, 1959

Marital Status : Married

Passport : Holding Indian Passport

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