Kathersha

Visa Status: Visiting

Email: [katersha.374111@2freemail.com](mailto:katersha.374111@2freemail.com)

To attain a position in a value-drive organization that which provides a sustained career growth, continuous learning environment and where my skills can be utilized to add value to the organization.

# EXPERIENCE

# Asian Paints Ltd, December 2014- July 2017

### Sales Officer, Decorative Division.

* Promoted to Sales Officer position to Schedule and implement all business plans with dealers to meet sales goals.
* Evaluating Dealers sales performance and recommend improvements.
* Addressing Dealer related issues, sales conflicts and pricing issues in a timely manner.
* Arranging meetings with potential customers and selling product offerings.
* Ensured compliance with objectives by training store staff in the way of selling, product knowledge, company background, and key performance indicators.
* Efficiently Used Company resources for growth of the territory.

# Titan Company Ltd, January 2013 – February 2014

### Sales Associate, Eye Plus Division.

* Worked as a team to support each member.
* Participation in increasing customer base and value.
* Interpreted optical prescriptions written by optometrists or ophthalmologists.
* Assists clients in selecting frames according to style and colour, and ensure that frames are coordinated with facial and eye measurements and optical prescription, using assertive communication skills.
* Maintained records of customer’s prescriptions, work orders and payments.
* Maintained smooth relationship with customers and handling customer complaints.
* Managed all employee oriented activities of events like training and outbound gatherings.

# EDUCATION

* MBA (CGPA 7.1/10), Anna University, 2013.
* B.com General (72%), Madras University, 2011.
* 12th Standard (83%), Shri Krishnaswamy Matriculation Higher Secondary School, 2008.

# ACHIEVEMENTS AND INITIATIVES

* Honoured with GAME CHANGER AWARD for Quarter 1 (2015-16) for outstanding sales.
* I won many sales contest months on month.
* Consistently maintained sales volumes, product mixes and selling prices by keeping current with supply and demand and changing market trends.
* Strategically managed and grew dealer’s relationships, evaluating their performance and identifying opportunities to seek deeper market penetration.
* I have built good relationship with customers and other stakeholders.
* I have recovered Long debts from dealers with vigour’s follow up.

# EARLY EXPERIENCE

# Titan company Ltd

## Sales Intern, Tanishq

A Study on Consumer purchase behaviour and Loyalty towards Tanishq Jewellery with reference to T. Nagar store”. Study focuses on analysing the consumer purchase behaviour and loyalty towards Tanishq jewellery. The objective of this project is to find the various factors influencing the consumer purchase behaviour and loyalty towards Tanishq brand.

# RELATED SKILLS

* Understanding customer requirements
* Confidence
* Patience
* Perseverance
* Pitching

# PERSONAL INFORMATION

Language Known: English and Tamil

Date of Birth: 21.04.1991 ,26Yrs

Pace of Birth: Puliyangudi, Tirunelveli.

Marital Status: Single

Nationality: Indian