**JAYABALADEVAN**

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A competent professional with excellent communication & leadership skills; proven record of achievement in conceiving & implementing ideas that have fueled market presence and driven revenue/ profitability; targeting leadership assignments in Sales and Marketing / Business Development

**PROFILE SUMMARY**

* Strategic sales specialist with nearly 16 years of rich and extensive experience in designing and executing channel sales & distribution strategy to achieve segment-wise targeted sales volumes, & market share
* Drove positive Return On Investment (ROI) by implementing appropriate selling plans, customer metrics; *maximised revenue opportunities by achieving the set target through effective forecasting, pricing, optimal market business mix and distribution channel mix*
* Explored potential business avenues & managed sales operations for achieving the business targets; initiated market development efforts and increased business growth with the development of 2 showrooms and appointing dealers
* Skills in creating sales plans, forecasts for each product and territory (based on historical data, market trends, competitive activity, promotional strategy and sales effort), realistic costs of operating the sales force; and sales promotion plans and so on
* Developed and rolled-out winning go-to-market strategies for new product launches, product line extensions and product management/marketing initiatives
* Formulated the overall distribution network in the assigned regions by coordinating, managing and monitoring the activities of different distribution channels together while ensuring optimal performance from individual channels
* Proficiency in suggesting sales training programs & techniques as well as mentoring new and existing Sales Associates

**CORE COMPETENCIES**

Product Positioning & Support Sales & Marketing/ Brand Building Key Account Management

New Product Launch Channel/ Distribution Management Market Research (Trade / Consumer)

Strategic Planning Client Engagements (Business/Stakeholders) Team Building & Leadership

**WORK EXPERIENCE**

**Since Apr’14 with Mega Muscat International LLC, Oman as Asst. Manager Sales – Nizwa, Oman**

**Key Result Areas:**

* Developing and deploying quarterly and annual plans, programs and policies for personnel; backing all cross-company sales objectives such as budgets preparation, forecasting of sales targets, and so on
* Conducting statistical analysis to determine potential growth; designing sales performance goals and monitoring performance on a regular basis
* Supervising sales and marketing manpower as well as the hiring and training of personnel; tracking performance of company’s sales unit (staff, account and branches)
* Designing successful sales techniques/strategies/tactics using customer and market feedback
* Analysing the client list for growth opportunities; researching and supervising new sales prospects
* Planning, formulating and implementing marketing strategies and promotions to increase market penetration and to drive revenue and profitability by maximizing sales

**Highlights:**

* Finalised Annual Operating Plan (A.O.P) and administered working capital management, debtors and channel management of 36 retail authorised dealers and responsible for an area turnover of INR 0.66 Crores / US$ 1,00,000 monthly
* Established dealer network for channel as well as institutional sales for a range of Tyres, Lubricants and Batteriesproducts towards the organization’s goal of achieving a turnover of INR 7.5 Crores / US$ 1.2 Million
* Achieved a cumulative growth of 22% in Shariyah and Dhaliyahregion against the company average of 15%
* Operated for Mega Muscat Interantionalfrom scratch and contributed to the growth from zero to current level

**Sep’12 to Apr’14 with EINT Automotive LLC.., Oman as Senior Sales Executive**

**Key Result Areas:**

* Scheduled appointments, prepared & delivered presentation to the client, researched their business and requirements
* Analysed business needs and tailored a solution using all relevant products and solutions, drawing on expert internal resources as required
* Mapped customer requirements, provided customized products and delivered technical presentations; liaised with internal teams for closing the deal
* Implemented aggressive sales plans and ensured sales quotas were met and exceeded while surpassing client service expectations
* Identified and networked with prospective key stakeholders, generated business from the existing accounts and achieved profitability and increased sales growth
* Followed up on all incoming leads, determined the best way of establishing contact with the client to establish their needs and present an appropriate corporate solution
* Scheduled & coordinated fleet service appointments with service department and performed cost / benefits analysis
* Performed variety of duties within the assigned location like attending to customers, maintaining inventory, moving and stacking tires, and other duties as required

**Highlights:**

* Generated 21%/ INR 42 Lakhs increase in revenue
* Sold products by establishing contacts and developing relationships with prospects; recommended solutions and brought business worth INR 42 Lakhs/per month to the company

**PREVIOUS EXPERIENCE**

**Apr’09 to Aug’12 with Saud Bhawan Automotive LLC.., Oman as Senior Sales Officer**

**Jun’08 to Apr’09 with Ceat Limited, Namakkal as Territory Leader-Namakkal, Tamil Nadu, India**

**Jun’06 to Feb’08 with Loganathan Automobiles, Salem as Manager (Salem)**

**Highlights:**

* Augmented the business growth worth 65% through development of new accounts while maintaining a healthy, manageable profit level
* Improved territory sales to INR 14 Lacs with profit margin of Rs.1.5 Lacs, a 45% increase from prior year
* Attained dealership of Castrol India, Servo Indian Oil Corporation & ELF, procured Valvolin Lubricant Company

**Aug’01 to Jan’06 with Hospice Medical Technologies, Salem as Area Manager (Salem Region, Tamil Nadu, India)**

*(Joined the company as Sales Representative and rose to the position of Area Sales Manager.)*

**ACADEMIC DETAILS**

* B.Com. from Periyar University in 2001 with 59%
* ACIM (Advance Computer and Integrated Management) in 2000 with 60%
* 12th from St. Pauls’ Higher Secondary School in 1998 with 72%

**PERSONAL DETAILS**

Date of Birth: 10th August 1981

Marital Status: Married

Languages Known: English, Tamil, Malayalam, Hindi & Arabic