Velpandi K

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D.O.B: **3rd Nov 1986**

**Holding A Graduate Degree & A Diploma In HRM With 12 Years Of Experience In Training & Development In Nutrition & Wellness,Herbal care,Home & Personal care,Home Appliances,Consumer Durables & Telecom**

**Skills**

* Conducted **12000** hours of training
* Retail Store Training
* Program planning & Development
* Short- & Long-range planning
* Traditional & Web based trainings
* Content Development (Using Authoring Tools)
* Need Analysis
* Process Improvement & change Management
* Relationship & Partnership building
* Budget Administration
* Team Building & Leadership
* Organized & Accountable
* Understanding on Kirkpatrick & ADDIE models

**Professional Experience**

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Deputy Manager

(Learning & Development)

Jan-2023 to Present

Senior Executive

(Training & Development)

May-2011 to June-2019

Zonal Sales Trainer

Nov-2020 to Jan-2023

Professional Service Representative

Jun 2007 – Apr 2009

Executive-Nutrition officer

May 2009- April 2011

**Professional Experience**

**Deputy Manager(Learning & Development)**

Reliance Retail Ltd (My Jio Store) (Jan-2023 to Present)

Tamilnadu

* Organizing & conducting Training and Coaching for Reliance Retail store managers & sales associates to enhance sales productivity based on training need analysis
* Coordinating with external brand for brand specific training to the identified stores across the state
* Organizing & conducting new induction training, Product and Sales training to store managers
* Improved efficiency and skills of store managers through live coaching & Virtual training
* Conducting class room session for new product launches & refreshers for the state for CDIT products
* LMS enablement and ensuring compliance in timely completion of the same for 500+ manpower’s in the state
* Monitoring consumer durable & telecom business in retail in Tamilnadu
* Develops and maintains organizational communications such as intranet and newsletters to ensure employees have knowledge of training and development events and resources
* Preparing training calendar for the state/region by discussing with the respective stake holders
* Managing training reports to establish the training team performance and tracking the training impacts through business development and change in employee’s behavior
* Effective implementation of pre and post questionnaires related to the trained content

**Zonal Sales Trainer**

For Bharti Airtel Ltd (November-2020 to Jan 2023)

Madurai & Southern Tamilnadu

* Organizing & conducting Training and Coaching for Airtel retail store managers to enhance sales productivity based on training need analysis
* Organizing & conducting new induction training, Product and Sales training to Airtel store managers
* Improved efficiency and skills of Airtel store managers through live coaching & Virtual training
* Conducting class room session for new product launches & refreshers for assigned zone
* Carrying out store audit on Hygiene & Covid protocol adherence through offline & online audits
* Providing mentoring & coaching support for 50 Airtel retail stores across the South Tamilnadu
* Improved the instore experience for customers through customer engagement trainings to Customer relation executive/ Store Managers
* Improved the walk-in numbers by 20 % through training the Airtel store managers on efficient customer service
* Controlled the attrition rate of retail store managers through gap analysis and close mentoring
* Improved Airtel Gross Add (New Sim + MNP) by 18% through retail sales training
* Improved Airtel DTH Connections across the retail stores by 25%

**Senior Executive-Training & Development**

Amway India Enterprises Pvt Ltd (May-2011 to June 2019)

Chennai, Pondicherry, Trichy, Madurai & Erode- Tamilnadu

* Conducted **10,000 hours of Training** across the state based on Training Need Analysis
* Trained and coached the distributors on product categories & selling skills based on TNI
* Managed all channels of Training in the assigned territory – Instructor Led Training Foundation/ Advanced & Expert sessions as per planned training calendar
* Conducted E learning & Mobile learning session for the distributors to leverage the online platform
* Supported and coordinated in the preparation of Training **content and translation of training content** based on **ADDIE model**
* Coordinated and Prepared Training calendar based on business needs, also compiled & Published the same for the entire south region
* Established effective utilization of Training Man days in the assigned territory
* Implemented training strategies in the assigned territory with the Distributor segment focus
* Compliance with MIS & TMS Reporting
* Supported Brand Visibility through agreed BTL Campaigns/Activities like Apartment activity, Mall activity & Road shows in conjunction with respective stake holders
* **Reviewed Training Impact Evaluation** from every Sales & Marketing activity on Monthly basis
* Seamlessly coordinated & managed the Post Training Analysis report for the state of Tamilnadu
* Managed the Category Sales Analysis report for the assigned territory
* Organized mega promotion campaigns & events across the state in conjunction with the respective stake holders for business productivity
* Established Compliance with organizational standards & SOP in all aspects from budget recommendation and effective utilization
* Established the high visibility of products through proper merchandizing of products at the Distribution Center in the assigned territory
* Conducted and published Training Impact Analysis from every sales training on Monthly basis to ensure the training effectiveness
* Developed and recommended **5** major Customized projects in Ayurvedic, Nutritional & Home care segments for the state for controlling the de-growth
* Deputed with an assignment of revamping sales for three different sales territories in the state and executed well with growth output

**Executive- Nutrition Officer**

Nestle India Ltd, Nutrition division (May 2009- April 2011)

Madurai- Tamilnadu

* Impacted sales and achieved targets of the brands like Lactogen, Cerelac, Nestum & NAN in My assigned territory
* Fixing appointment with Pediatricians’ & Gynecologist medical professionals
* Followed-up regularly to get the prescription of My brand from Dr’s
* Weekly Monitoring of Competitors activity through Pharmacy &Dr’s Channel
* Organized & Conducted CME For Pediatricians & Gynecologists
* Conducted Nutritional training/ scientific training for Paramedical staffs
* Effective budget utilization for every program Conducted for Dr’s
* Achievement of predetermined market shares and product profitability through product positioning and differentiation
* Responsible for the Primary stocking of the Nutrition products in Distributors & Re-distributors points
* Handled 4 Distributors & 3 Re-distributors in Primary& secondary sales
* Established freshness of the brands across Pharmacies, Hospitals and in the Stocking point
* Conducted sales review meeting with Sales officers by using internal sales data
* Established training, motivating and developing front end sales team
* Established Product visibility through proper Hygiene corners across all the key Stocking & Selling points
* Launched NAN (Infant formula) in the cluster to increase brand sales and market share

**Professional Service Representative**

Ranbaxy, Croslands Division (June 2007 – April 2009)

Chennai- Tamilnadu

* Responsible for sales and marketing of Ortho & Derma brands of Ranbaxy-Croslands India Limited like Volini, Volitra, Mobizox, Silverex & Abzorb powder
* Fixing appointment with Orthopedicians & Dermatologist/Cosmetologist medical professionals
* Presenting bone & Skin care medicines to Orthopedicians & Dermatologist/Cosmetologist
* Following-up regularly to get the prescription of My brand from Dr’s
* Weekly Monitoring of Competitors activity through Pharmacy &Dr’s Channel
* Organized & Conducted CME For Orthopedicians& Dermatologist/Cosmetologist
* Responsible for the Primary stocking of the Bone & Skin care products in Distributors & Stockist points
* Effective management and nurturing of present and future key opinion leaders
* Conducted CME for Orthopedicians & Dermatologists with the specific brand focus
* Responsible for both Primary billing & Secondary sales generation
* Responsible for availability of core products across major pharmacies in the assigned territory

**Education**

B.Sc., Zoology (spl. Biotechnology) -2004 to 2007

The American college, Madurai Kamaraj University, Tamil Nadu, India

P.G. Dip. Human Resource Management-2017

Madurai Kamaraj University, Madurai, Tamil Nadu, India

**Computer Skills & Certifications**

* Creating a Culture of learning (LinkedIn)-In progress
* The future of workspace learning (LinkedIn)-In progress
* Excel Quick Tips (LinkedIn)
* Public speaking for Non -Native English Speakers (LinkedIn)
* Developing Interpersonal Skills (Coursera-IBM)-In progress
* Proficient user of MS Office (Word, Excel, PowerPoint, and Outlook)

Regards

**Velpandi K**