

NAME: PRASHANT MISHRA

B.E. Industrial & Production



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CAREER OBJECTIVE:

To become a part of a reputed organization with healthy working culture which can put my abilities to best use and give me an opportunity to learn and apply my techniques and ideas thereby contributing to increasing Profitability of organization along with my personal progressive growth.

Profile Summary:

Over 15 years of experience in **Sales & Business Development**

- Hands-on experience in managing **Construction, Mining, and Road, Concrete Equipment, Trucks and Tippers, Cranes Sales**
- Experienced in managing regions like **Gujarat, MP, Maharashtra and Rajasthan**
- Impressive success in **engaging with clients** from diverse segments with proven excellence in providing solution based approach, focused on resolving their needs, thereby creating a win-win situation for long-term client retention
- Monitored **channel sales, marketing & operational activities**; implemented strategies to maximize channel sales & collections; achieved increase in channel business

Work Experience

Action Construction Equipment Ltd. (ACE-Cranes)



Regional Manager- Gujarat

Profile: Responsible for achieving Sales and Marketing targets with Direct Sales team as well as Channel sales with Dealer, also responsible for New Dealer establishment and Development of Existing Dealers.

- Analyze market, competitive scenario, customer buying trends etc;
- Communicate strategy / plans / targets / budgets to team; Monitor regularly, progress on strategy achievement; Direct corrective actions in order to achieve strategic business goals
- Review previous month actuals vs plan;
- Address shortfalls in volume; Analyze inventory, fresh-arrivals and other information from Marketing Commercials affecting sales; Guide preparation of 3-month, sales plan; Allocate next month target;
- Prepare competitive map for focus models;
- Analyze past trends of buyer-behavior and impact of past initiatives on such focus models;
- Plan required number of prospects to meet sales targets
- Setup process to liquidate old stocks before arrival of new models; Review damages and shortages in stock; verify claims on Principal as required
- Seek and act on team feedback; Deliver training (customer handling, sales skills etc) in order to retain and develop talent in the sales function.

MACONS Equipment Ltd.



Regional Manager (Gujarat MP Maharashtra and Rajasthan) Oct 2014 to Dec 2015

Profile:

- Establish targets and budgets for various focus models in each product segment; Establish targets for retail, branch-locations in order to plan for achievement of sales targets.
- Responsible for achieving Sales and Marketing targets.
- Supervise and guide sales & marketing team on executing such plans & schemes;

- Monitor and guide sales team on achieving requisite number of prospects in order to achieve the desired sales volumes.
- Set sales targets model-wise & segment-wise; Verify implementation & efficacy of Sales Certification program across sales-force; Negotiate terms and conditions with customers for escalated bulk-deals; Analyze issues & barriers to improving conversions;
- Direct & guide corrective actions in order to increase sales. Interpret market research findings;
- Review and approve suggested order plan from head marketing commercial;
- Verify that orders reflect growth plans on focused models;
- Monitor competitive network; Identify gaps; Review potential at different locations for increased sales based on inputs from sales team; Conduct cost-benefit analysis; Prepare network expansion / up gradation plans as part of the annual planning process;

J C B India Ltd.



Gujarat April 2012 – Oct 2014

Profile:

- Responsible for achieving Sales and Marketing targets through Channel sales with Dealer, responsible for Dealer development activity. Marketing activities, marketing events for focused customers in the defined business plane & budgets. To monitor market trends & competitors activities.
- Primarily Responsible for Targeted Billing and Collections on month to month basis as per Annual Plan.
- Monitoring Dealer Outstanding and take necessary steps to control the same.
- Helping Dealers to implement the various new policies laid down by company from time to time.
- To provide regular Feedback to strategic Product Management Group on customers / Dealers Perceptions on Launched Products , Pricing & requisite Promotions etc .
- To plan and implement activities like Demos, service camps, Road shows on monthly basis and monitoring the efficacies of each event.
- To Provide Managerial, Technical, Financial, Trainings to Dealers & Staff.
- To Implement the Advertisement & Publicity Budget, Develop Incentive Schemes for Dealers , Salesmen , Customers as per Annual Business plan , Monitor their likely outcome & provide feedback .
- Resolving Dealer and Customer issues in coordination with Head office.
- Strengthening of Distribution Network by Appointment of Agents / Sub Dealers.

Larsen & Toubro Ltd.



Engineer (B D) Ahmedabad

Sales &Marketing Jan 2008 to April 2012

Profile: To plan, Monitor & Achieve Sales and Marketing Targets as per the annual business plan.

- Primarily Responsible for Targeted Billing and Collections on month to month basis as per Annual Plan.
- To provide regular Feedback to strategic Product Management Group on customers / Dealers Perceptions on Launched Products , Pricing & requisite Promotions etc .
- To plan and implement activities like Demos, service camps, Road shows on monthly basis and monitoring the efficacies of each event.
- To Provide Managerial, Technical, Financial, Trainings to Dealers & Staff.
- To Implement the Advertisement & Publicity Budget, Develop Incentive Schemes for Dealers, Salesmen, Customers as per Annual Business plan , Monitor their likely outcome & provide feedback .
- Resolving Dealer and Customer issues in coordination with Head office.

GMMCO Ltd.



Executive Ahmedabad Sep 2006 to Jan 2008

Profile:

- Responsible to achieve sales and marketing targets for corporate and retail customer.
- Monitoring Competitors Activities and keep track of sales.
- Coordination with HQ and Customers to meet sales targets.
- Participation in Government tenders, implementation & execution of the projects on road construction.
- Participation and implementation promotional sales through media.
- Participation and coordination in major exhibitions.

MBC Volvo Trucks Ahmedabad. Sales Engineer Ahmedabad April 2004 to May 2006 (2.1 Yrs)

Profile: Responsible to achieve sales and marketing targets for corporate and retail customer.

- Monitoring Competitors Activities and keep track of sales.
- Coordination with HQ and Customers to meet sales targets.
- Participation and implementation promotional sales through media.
- Participation and coordination in major exhibitions.

Educational Qualification:

Bachelor of Engineering Institute of Technology. Bilaspur University. C.G. .Branch: Industrial& Production

Trainings Attended

- 2017: Product Training Tower Crane Crawler Crane sponsored by ACE Plant, Delhi
- 2016: Product Training Pick & Carry Crane Compactor Graders sponsored by ACE Plant, Delhi
- 2014: Product Training Concrete Plant, Self-Loading Mixture sponsored by MACONS at Matoda.
- 2013: Sales Effectiveness Mercury International sponsored by JCB at Mumbai
- 2011: Sales Techniques Training sponsored by L&T HO Pawai, Mumbai
- 2008: L&T ,Komatsu and Scania Tipper Product Training sponsored by L&T At L&T Plant, Bangalore
- 2006: CAT Products Training sponsored by CAT at Thivellure Caterpillar Plant

2002: Gear Manufacturing Process sponsored by Garha Gears Limited Dewas, M.P.

Personal Details

Date of Birth: 24th December 1978 **Languages Known:** English, Hindi & Gujarati

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