

# Shankar Raman

**Sales Administration | Sales Accounting | Commercial Operations**

*Offering nearly 30 years of extensive experience in spearheading the entire Administration, Commercial & Accounts Operations with focus on achieving business growth objectives within turnaround & rapid changing environment, targeting senior-level assignments with a reputed organization*

**Industry Preference: FMCG / Automobile**

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## Core Competencies

Sales Administration

Sales Accounting

Commercial Operations

Logistics Operations

Office Administration

MIS Reporting

SAP Implementation

Sales Analysis

Debtors/ Collection Management

Documentation & Reporting



## Soft Skills



Change Agent



Collaborator



Leader



Communicator



Analyst



Planner



## Profile Summary

- ▶ **Strategic Professional** with **extensive experience** in managing activities related to **Sales Administration, Sales Accounting and Commercial Operations**
- ▶ Experience in ascertaining that all transactions are compliant regulations, managing disputed bills and negotiating for making payment within terms
- ▶ Extensive working knowledge of Indian Accounting Standards and Statutory/Regulatory Compliances
- ▶ Expertise in financial analysis; internal and regulatory reporting; accounting operations; budgeting; forecasting that led to long-term improvements in cost savings, profitability and productivity
- ▶ Developed a range of financial and management reports for variance analysis & improvement strategies; provided timely, relevant & accurate reports & analysis of organization's performance
- ▶ Resourceful in managing day-to-day relationship with Dealers, Customers, Vendors, Banker, Transporters, Shipping Lines & Freight Forwarders, from placement of order till delivery of shipment, rate negotiations as to ensure achievement of service and quality norms for smooth flow of operations & supply of required items
- ▶ Expertise in conceptualizing and implementing high performance business strategies with a view to consistently increase revenues, earnings and agility on a consistent and continual basis
- ▶ Expertise in Receivables Management and Credit Control, maintaining post-sale collections and revenue recovery from customers, adoption of novel customer-oriented skills
- ▶ Proficient in dealing with internal queries about payments, ensuring customers pay on time and negotiating re-payment plans
- ▶ An effective communicator and change agent with excellent negotiation skills and capability to perform cross-functional coordination



## Education

- ▶ **1989:** Bachelor of Commerce from St. Joseph's College, Tiruchirapalli



## Work Experience

Since Feb'02 with Bajaj Auto Ltd., Ahmedabad

### Growth Path:

Feb'02 – Apr'07 Assistant Manager

Since Apr'07 as Manager (Commercial)

### Key Result Areas:

- Administering total revenue generation of about 50 crores a month post sales through dealer network; managing a business of over 100 Crores a month with nil delinquency
- Executing Inventory Funding module, through ICICI across all dealership
- Supervising a team of 75 dealers and 05 distributors
- Providing Sales and forecast report to Regional Manager to analyze the reason for variance and reduce variance
- Presenting monthly account statement to Dealers and taking Balance Confirmation report from dealers on a monthly basis
- Managing activities related to dealer administration, MIS, training, regional office administration and Collection of C-forms; ensuring adherence to Statutory Compliance
- Operating activities related to Post GST Scenario, Dealer Settlement / Vendor Bill Passing
- Processing distributor's sales order; Monitoring and reviewing of distributor's performance, working capital, company's and inventory finance credit limit; executing distributor's visit & resolving their queries
- Administering inventory, retails vs remittances & stock vs. outstanding
- Developing and monitoring sales, publicity & promotion and expenses budgets
- Directing sales accounting functions including recording of business transactions, passing bills including C&F Agents, Field Force Staff, receivables accounting and preparing reconciliation statements
- Governing sales accounting function and credit control a/c; creating debtors reconciliation statement
- Leading settlement of distributor's claims and petty cash expenses against branch account
- Monitoring and following up with Customers and Marketing Team for collection of debts
- Negotiating and finalizing vendor contract agreements with respect to publicity & promotion and temporary staff, settlement of vendor's claims, resolving vendor's queries and balance confirmation from distributor's
- Assuring the execution of activities as per compliance of shops and Establishments Act, PF Act & ESI Act for temporary staff
- Conducting functions related to receipts, inspection, storage, issues & related documentation
- Managing the dispatch to client locations; ensuring adherence to documentation and internal norms
- Controlling material management at storage locations to enable smooth and timely movement of stocks
- Executing central tie-up with hotels regarding accommodation of official guests; organizing meeting and conference



## Previous Experience

May'95 - Jan'02 with Mahindra & Mahindra Ltd., Ahmedabad as Junior Officer

Jan'94 – May'95 with Datapro Consultancy Services, Pune as Commercial Officer

Sep'89 – Dec'93 with Salvos Advertising & Marketing Pvt. Ltd., New Delhi as Commercial Executive.



## Personal Details

**Date of Birth:** 22<sup>nd</sup> April 1969

**Languages Known:** English, Tamil, Hindi and Gujarati

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