

JALPESH R. RAJGURU

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Product, technology and application oriented sales, marketing and business development professional with specialty in Engineering & Construction Materials/Tools and Construction Chemicals segment, seeking an upper middle level managerial assignment as

REGIONAL SALES MANAGER | NATIONAL SALES MANAGER | COUNTRY MANAGER

Technically resourceful and strong application knowledge to develop product strategy & roadmap in consistent with ever emerging requirements and long term business goal of the company. Broad based experience in evolution of products, application development, regional sales & marketing, NPI & launches, technical supports sales/application. Expertise in strategic and functional management of entire pre-sales and sales cycle leading to successful conversion of opportunities. Focused, well networked, and target-driven professional, proven expertise in Direct, B2B & B2C sales, deliver market-oriented strategies to drive revenue, market share and brand recognition. Track record of consistent success in year-on-year revenue growth, and distinctions of outstanding sales performances in career. Currently working with Sika India Pvt. Ltd. – Ahmedabad, since June 2014, as Regional Sales Manager.

Areas of Expertise

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|---------------------------|----------------------------|---------------------------|
| ✓ Business Planning | ✓ Product Management | ✓ Channel Development |
| ✓ Sales & Mktg. Strategy | ✓ Projects Management | ✓ Sales Operations Mgmt. |
| ✓ Pre-sales Due Diligence | ✓ Customer Tech Services | ✓ Business Development |
| ✓ Technical Presentations | ✓ Application Engineering | ✓ Customer Supports & CRM |
| ✓ Proposal & Negotiations | ✓ Product/Brand Promotions | ✓ Team Mgmt. & Leadership |

EXECUTIVE SYNOPSIS

- Strong business acumen and commercial awareness with proven ability to identify and capture opportunities, create contact and build relationships with key decision makers with direct sales prospects, establish channels at strategic locations, deliver market penetration strategies to outmaneuver competitors, etc., to create a win-win situation
- Experienced in market research, target marketing, presenting products' capabilities, securing prequalification, generating enquiries, and management of pricing/bidding/negotiation strategies for business acquisition
- Ability forecast sales and revenue, assign targets, provide leads, develop sales team and guide them to capture opportunities
- Technically resourceful in grasping customer requirements, and experienced in working with product group and customer in customizing products/solutions/ services within delivery capability of the company, according to customer preferences
- Efficient in developing and executing sales, marketing & brand promotion strategies based on vision & mission statements, market research & intelligence, competitive analysis, etc., in consistent with key business objectives & customer preferences
- Champion strategic alliance forging to facilitate open sales channels for potential customer bases, and grooming partners to align with company's business ethics, standards & customer service policy while building technical competency to handle sales activities
- Proven ability to accomplish business objectives in terms of revenue, profitability, market share & customer satisfaction by planning and executing effective marketing, pre-sales, sales, operational and CRM strategies
- Extensively experienced in product customization & NPI to capture new opportunities, product mix design and broadening application awareness, while handling product related issues at any stage of sales & service process
- Excellent people manager, hiring and building teams, promoting personal and professional development of team members with a career plan in place, nurturing & retaining talents; and managing team performance through coaching, mentoring, problem solving and interpersonal interventions

CURRENT EXPERIENCE

A.G.M | AGL- Power Grace industries Ltd. – Ahmedabad
(Vertical head for Construction chemicals division)

Since Jan-2017

Key Responsibilities

- Analyze the potential of the market, define strategy for sustainable and profitable growth
- Utilizing the existing channel partner, Sales & Marketing team
- Align the product basket and solutions for Tile laying and bonding market, to multiply the growth
- Select right talent and train them for long term business results in line with Vision 2020
- Design growth path for the organization and develop teams to achieve the desired growth

(Sika India is leading solution provider in construction chemicals business in India)

Key Responsibilities

- Collaborate in business planning & evolving rationalized targets, and formulate sales & marketing strategy
- Plan operations to execute strategies in achieving/exceeding sales budget across channels/corporates/key accounts
- Identify and capture new business opportunities as well as partnership opportunities to open up new growth avenues
- Recruit, train, develop, engage & manage a focused and dedicated sales force in driving targeted sales, a creating sales pipeline
- Conceptualize and lead execution of sales & marketing projects to drive improvements in business performance
- Identify and personally follow up high potential customers to successful conversion to bolster revenue & profits
- Champion CRM to generate new business with existing accounts
- Report sales activities & performance and market intelligence to senior management, to enable him review strategies.
- Develop sales & marketing programs and action plan, and manage sales performance in assigned market (Western India)
- Direct and guide sales team in targeting prospects and achieve sales volume
- Assist in the development of training and educational programs for clients and Account Executives
- Deliver pricing and bidding strategies for prospects through competitive analysis and risk management, while maximizing success rate and upholding profitability objectives
- Prepare sales engineering reports by collecting, analyzing, and summarizing sales information and application trends
- Implement and uphold company procedures and policies and general values in divisions business
- Liaise with customers and prospects to identify and suggest customer service requirements for present & future
- Develop company's and customer's staff by providing technical information and training
- Introduce new products for customers and existing/new applications to expand product portfolio and revenue
- Develop short & long range business plans in consultation with Management and strategic leaders in organization
- Deliver market entry and penetration strategy based on market research and intelligence for new market segments
- Lead & direct sales & marketing teams and channels, and manage day to day operations
- Monitor and analyze Business reports, prepare contingency plans and implement remedial actions to close gaps
- Prepare and review business growth proposals in various segments, and monitor developments in regional market
- Develop and maintain relationships with key Accounts, to create opportunities and establish customer loyalty
- Participate in product line development from concept, technical development, and market entry to positioning
- Manage PR campaigns, and promotional marketing events such as trade shows, exhibitions, and seminars

Achievements

- Contributed to record growth @ 31% in 2015 compared to last few years in Building Systems Division, ensuring penetration in large project like Reliance Jamnagar, NPCIL, MBPIL etc. and achieved strong business results
- Achieved 42% growth over 2016 with clear path for growing Building system division
- Developed a competent team of Applicators ensuring best possible product basket sales in the Regional projects
- Achieved historical business growth in select product segments (Flooring and coating business by over 80%, and Waterproofing business by 50 %. Met Waterproofing targeted order for the country @ INR 2.8 Cr
- Instrumental in Ahmedabad Branch growth @ 45%
- Secured business from Reliance Jamnagar project worth @ INR 6.3 Cr
- Grew Applicator business in 2015 by 130% compared to last year
- Bagged Concrete road joints Application business worth 80 Lacs from Surat Municipal Corporation, for Product Application development
- Developed 3 Team members for Managerial Position

(Hilti India is a leading Indian player in the business of Construction Tools and Anchoring Systems)

Growth Path

- Jan'03 – Dec'04 Technical Advisor Application
- Jan'05 – Dec'08 Area Sales Manager, Ahmedabad
- Jan'09 – Dec'13 Regional Sales Manager, Ahmedabad

Key Responsibilities

- Accountable for executing business plan for western region to meet short/medium/long term sales targets spanning industries like Oil & Gas, Steel, Power Cement, Pharma& Chemical, S&M, M&E and Segmented businesses in Railways, Defense and Government Agencies, etc.
- Collaborate with senior management in finalizing targets, marketing & sales strategy and plan for the region, by providing realistic forecasts and market intelligence on trend and competition
- Coordinate with other functions like Marketing, Finance, Technical, Supply Chain to achieve smooth & consistent business results
- Set targets for individual team members and guide them to realize targets, with personal interventions wherever necessary
- Initiate market development efforts to execute the long term business directions of the region to meet growth objectives
- Manage pre-sales, sales, and order processing operations including techno-commercial negotiations and finalization of deals
- Oversee sales delivery and distribution to channel partners and resolve supply accuracy and quality issues

- Influence prospective customers on product strengths and quality by technical presentations and demonstrations, in order to convince them of the long term benefits and technical advantage of products
- Develop team members in coping up with business challenges and meet targets

Achievements

- Grew annual business in Gujarat from INR 2.8 Cr to INR 32 Cr, contributing to >10% of total sales of the company in India
- Developed 14 Team members for Managerial Positions
- Best collection record in the country constantly for 3 years
- Developed Railways and defence business
- Developed Applicator strategy for consistent and profitable business for the Region
- Strategy driven very successfully for Merto Focus Ahmedabad city for strong business results CAGR Growth on business @ 32%
- Received Sales Management Leadership Award in 2008 for Region Asia 1
- Generated revenue growth by 14% and expanded the sales base area from 1 to 5
- Acknowledged as the Best Sales Manager in the country and attended conference at Bali
- Overachieved the Sales plan for 2 years as Technical Advisor Application

PREVIOUS EXPERIENCE

Territory Manager | Ador Fontech Ltd. – Surat

Apr 1993 – Dec 2002

(Ador Fontech is a Associate group company of Advani Oerlikon Ltd., a leading player in Repair and Maintenance welding electrodes business)

Growth Path

- Apr'93 - Mar'95 Application Specialist
- Apr'95 - Mar'98 Senior Application Specialist
- Apr'98 - Nov'02 Territory Manager

Achievements

- Developed 6 Dealers, and grew business from INR 16 Lakh to INR 1.8 Cr
- Penetrated steel manufacturing segment and generated annual business of over INR 1.2 Cr
- Enhanced sugar industry business from INR 15 Lakh to INR 55 Lakh

Sales Engineer | Sonar Sales & Service Pvt. Ltd. – Rajkot

Aug 1991 – Mar 1993

(Sonar is an Authorized Dealer AudcoValves, Eutectic Division & Kirloskar Pumps)

Achievements

- Develop Forging unit business from INR 10 lakh to INR 65 Lakh
- Generate Cement plants business to the tune of INR 70 lakh

CREDENTIALS

Education

- Diploma in Mechanical Engineering from Government Polytechnic, Porbandar, 1991

Training

- Business Development Internal Trainings from AdorFontech Limited for Presentation & Communication Skills at Mumbai
- Business Development internal trainings from Hilti India Pvt. Ltd. entailing:
 - ü Selecting Right People for Hiring
 - ü Situational Leadership Workshop from Ken Blanchard
 - ü Hilti Sales Management
 - ü Mastering in Marketing Fundamentals
 - ü Leading for Results
 - ü Large Account Management
 - ü Our Culture Journey 4 Camp's Red Thread, etc.

Computer Literacy

- Operating System: Window XP
- Packages Known: MS Office, Internet Application & Surfing

PERSONAL PARTICULARS

- Date of Birth: June 13, 1971
- Languages Known: English, Hindi, Gujarati
- Nationality: Indian
- Marital Status: Married (2 Children)
- Passport No: M5463126, valid till 15/01/2025