

BHAVIK PAREKH

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Seeking a creative and challenging position that enables to gain valuable commercial experience and improve the selling skills.

Abridgement

- ❑ Highly self-motivated and goal-oriented professional with 12 years of experience in sales & marketing.
 - ❑ Experience in building and managing sales channel.
 - ❑ Excellent channel management and planning skills developed from extensive work with channel partners and team members.
 - ❑ Innovative professional with experience within the sales industry and the skills to drive business growth, capitalize on new revenue potential, and manage all aspects of daily business operations.
 - ❑ Expertise in new and existing product sales, pricing strategies, client relations and needs assessment, marketing, financial management, administration, and staff training, supervision, motivation and mentoring.
 - ❑ Quick study, with an ability to easily grasp and put into application new ideas, concepts and methods.
 - ❑ Exceptional leadership, organizational, interpersonal, analytical, and problem resolution skills. Thrive in both independent and collaborative work environments
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Functional Skills

- ❑ **Business Operations/ Marketing**
 - Analyse & review the market response/ requirements and communicating the same to the marketing teams for coming up new applications.
 - Conduct competitor analysis by keeping abreast of market trends and competitor moves to achieve market share metrics. Utilize public information and personal network to develop marketing intelligence for generating leads.
- ❑ **Key Account Management**
 - Interface with dealers and Builders for suggesting the most viable product range and cultivating relations with them for securing repeat business. Develop relationships with key decision-makers for business development.

- Manage activities for smooth execution of sales & order processing. Responsible for credit control & timely remittances from the market.
- Do timely reconciliations with the trade partners for resolving their issues/ concerns.

Channel Sales Management/ Distribution

- Developing and appointing new business partners to expand product reach in the market and working in close interaction with the dealers & distributors to assist them to promote the product.
- Handling distributor assessing their counter-size, ensuring proper co-ordination between Distributor and Company. Manage activities for smooth execution of sales & order processing. Responsible for credit control & timely remittances from the market.
- Evolve and implement strategies for optimization of distribution network, improve investment levels of trade partners.

DIVINITY LIGHTS PVT LTD. –Area Sales Manager (Gujarat) November 2022 to March 2023

As a Area Sales Manager, I have to look after the sales of higher end, Architectural technical LED lights. I have to maintain Key Account Management. Project Management is the important responsibility of the job. Regular meeting with higher end Architects and Interiors too because product is expensive and ask for technical and Architectural base requirements.

- Key account Management
- Dealer sales network
- Retail Sales forecasting
- Sales Management
- Project Management
- Relationship with architects and interiors
- Business development

Siddhi Ceramic designer Pvt Ltd. –AREA SALES MANAGER (Ahmedabad)

Duration- October 2018– May 2022

Job Profile

Handling all sales professional activities within Ahmedabad region. Taking care of business in all aspects like projects, retail sales, dealer network and all. Maintain relationship with dealers and other business sources across the region. Handling the sales team, plan and review sales strategy. The products are very high end and based on architects, interiors, builders and people who are making their dream homes. Dealing in residential projects in economy series with large variety of designers.

Job Profile

- Regularly review sales data and create reports for senior-level officers.
 - Utilize business intelligence tools to provide sales insights to marketing and sales staff.
 - Travel to organization locations within a given area to meet with and manage sales staff.
 - Review sales policies and update policies and curriculum as needed.
 - Identify both struggling and successful sales initiatives and explore ways to improve on sales metrics.
 - Monitoring team of 3 executives and 2 higher end distributors in the region.
 - Communicate actively with sales teams in a given area to help foster a team environment.
 - Plan and execute sales meetings to help provide feedback and sales insights.
 - Interview and train new sales employers, and overseeing other onboarding tasks as needed.
- ⇒ Regional sales and forecasting
 - ⇒ Sales management
 - ⇒ Business development
 - ⇒ Key account management

Career Counter : I was in Australia for 5 years on work visa. (October 2013 -March 2018)

Floor Venue (Sydney- Australia). Designation-Sr. Executive (Sales)

Floor Venue is a supplier of best quality of wooden floor based in European countries since last more than 2 decades. Company has establish a strong network in NSW for installation and trading business in all over Australia.

EURO Flooring (I) Pvt Ltd.

- Designation-ASM (Sales)
- Duration- August 2009-July 2013

Job Profile

- Regularly review sales data and create reports for senior-level officers.
- Utilize business intelligence tools to provide sales insights to marketing and sales staff.
- Review sales policies and update policies and curriculum as needed.

- Identify both struggling and successful sales initiatives and explore ways to improve on sales metrics.
- Communicate actively with sales teams in a given area to help foster a team environment.
- Plan and execute sales meetings to help provide feedback and sales insights.
 - ⇒ Regional sales and forecasting
 - ⇒ Sales management
 - ⇒ Business development
 - ⇒ Key account management

Rajendra Enginnering Pvt Ltd.- Authorized distributor for Kirloskar Pumps-Ahmedabad

Position: Sales Officer : 2004- 2009

Looking after the sales of different irrigation pumps like utility pumps, Self priming pumps and all other products of Kirloskar Brothers.

Premier watch Industries-Ahmedabad (Manufacturer Wrist watch)

Position : Executive- Quality Control

Duration : 1999-2004

Education

1997- Diploma in Mechanical Engineer – Technical Examination board, Gandhinagar, Gujarat

Diploma/Training

- ⇒ Management training: “shift in charge training”, for 1 years in “Digvijay cement Ltd”, Ahmedabad.
- ⇒ Conducted a survey for the Ceramic designer tiles specially made for bathroom and kitchen. Studied all the aspects like pricing, business source, product competition, Display share and Market Share for Siddhi ceramic designer Pvt. Ltd.

Additional

- ⇒ Operating Systems: Windows 98/2000/XP.
- ⇒ Proficiency in Microsoft Office tools & Internet tools.

Personal Details

Language known: English, Gujarati, Hindi
 Hobbies : Travelling, Playing Cricket, Listening music
 Sex: Male
 Age : 43 yrs. DOB: 18th July 1978

