

Hemant Vyas

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OBJECTIVE:

To pursue a career in a result-oriented company that seeks an ambitious and career conscious person where acquired skills and education will be utilized towards continuous growth and advancement.

CANDIDATURE

- Highly ambitious, dynamic, dedicated professional with rich 17 years' experience in sales & marketing
- Good in making sales programs and implementing the ideas and strategies to handle Various segments of market effectively.
- Excellent communication skills to bring in transparency to perform at higher levels.
- WIN-WIN situation problem solving skills.

CORE PROFESSIONAL STRENGTHS:

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|---------------------------|------------------------------|
| ■ Channel Development | ■ Merchandising & Promotions |
| ■ Business Development | ■ Brand Management |
| ■ New Product Development | ■ Personnel Management |
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Strategic planning to transform the operation to make profit center

- Planning sales and marketing strategies for the accomplishments of organization and Individual goals.
- Complete sales analysis. Sales reviews, outstanding reviews and capable of improving the Cash flow of the company
- Analyzing the conversion ratio, making consistent effort to grab the new business Opportunity.

Sales and business development

- Reporting the competitor activity along with value added information to improvise brand Positioning
- Formulating the complete market coverage plan
- Proposals of attractive sales promotional schemes for the trade partners and as well as to the team members for enhancing the business generation and to be in line with the Competition
- Formulating the daily activity measurements for each individual of the to improve the Visibility of the products in the market.

Channel management

- Recognizing prominent retailers, appointing dealers, distributors, sub dealers and create Network for enhancing the reputation of company.
- Implementing the company's policies at different levels of channel to protect the Business of the company.
- Maintaining the data base of all the segments of the market for better understating.

Customer relationship management

- Elevating the customer thinking and feeling to accept the product for enhancing the business.
- Matching the requirements of customer by providing the valuable suggestion in selecting the right products depending upon the application
- Find, focus and fraternize customer relation by resolving problems on time, by delivering products and service on time for higher level of satisfaction.
- Making conscious and constant effort towards customer acquisition.

Team management

- Providing support systems and make myself available for the team to resolve their work-related problems.
- On job training to handle, negotiate and to close the deals and to improve the company's image
- Appraisal, performance review, motivating and reporting the same to the management to reward the performer.

PROFESSIONAL EXPERIENCE:

M/s Asian Granito India Ltd (AGL Tiles)

Designation: Regional Sales Manager – Sales

Work Duration: Aug 2019 Till Date:

Area of Operations: Entire Gujarat

- Reporting To : Asst. VP
- Products : Tiles, Sanitary wares & Faucets
- Recognizing prominent retailers, appointing dealers, sub dealers and create network for enhancing the reputation of company products across Gujarat.
- Nurturing motivating the existing channel partners to achieve the targets.
- Implementing the company's policies at different levels of channel to protect the business of the company
- Appointment of Dealers & Sub Dealers in the unrepresented areas.
- Approach builders, Govt. Contractors and corporate clients for their requirements.
- Approaching various government departments for incorporation of company products in their running and upcoming projects.
- Approaching architects also for retail and project sales and incorporation

Achievements:

- Opened Up 3 Tiles & Sanitary Galary in Ahmedabad ,Mehsana & Vadodara
- Given growth of 25% in sales compared to last year.
- Appointed 20 new sub dealers in unrepresented areas.

M/s CERA SANITARYWARE LTD:

Designation: Deputy Manager - Sales

Work Duration: August17 - August 19

Area of Operations: Entire Gujarat

- Reporting To - National Head
- Products : CP Fittings & Sanitarywares
- Responsible for Sales & Growth of CP Fittings & Sanitarywares in the assigned territory.
- Nurturing & motivating the existing channel partners to achieve the targets.
- Appointment of Dealers & Sub Dealers in the unrepresented areas in assigned territory.
- Approach Builders & Architects for sales & incorporation of the product.
- Managing & motivating sales staff to achieve the targets.
- Coordinate with Service Department for after sales services.

- Coordinating with dispatch & other related departments for smooth functioning of each activity involved.
- Undertake marketing activities for Brand awareness, Strengthening and merchandising.
- Analyzing competitors' activities & devising plan of actions for strong presence and penetration of company products in the assigned territory.
- Find, focus and fraternize customer relation by resolving problems on time, by delivering products and service on time for higher level of satisfaction
- Making conscious and constant effort towards customer acquisition
- Providing support systems and make myself available for the team to resolve their work related problems.
- Determining the Pricing Policy of the product.

Achievements:

- Opened Up 5 Studios in Ahmedabad , Rajkot & Mehsana
- Product approval & supply in Big Govt Project more than 50 lac business
- Develop New range in Faucets & Sanitaryware as per market demand
- Appointed 20 new sub dealers in unrepresented areas.

M/s SWASTIK CERACON LTD

Designation: Regional Sales Manager – Sales

Work Duration: November 2012 – August 2017

Area of Operations: Entire Gujarat

- Reporting To – GM (West)
- Responsible for Sales & Growth of the tiles in the assigned territory.
- Nurturing & motivating the existing channel partners to achieve the targets.
- Appointment of Dealers & Sub Dealers in the unrepresented areas in assigned territory.
- Approach Builders & Architects for sales & incorporation of the product.
- Managing & motivating sales staff to achieve the targets.
- Undertake marketing activities for Brand awareness, Strengthening and merchandising.
- Coordinating with dispatch & other related departments for smooth functioning of each activity involved.
- Analyzing competitors' activities & devising plan of actions for strong presence and penetration of company products in the assigned territory.
- Providing proper after sales services to Dealer & Sub Dealers.

M/s ASIAN GRANITO INDIA LTD:

Designation: Sr.Area Sales Manager – Tiles Division

Work Duration: November 2007 – July 2012

Area of Operations: Ahmedabad & North Gujarat

- Reporting To – General Manager - Sales
- Solely Responsible for Development, Growth & Profitability of the Products Vitrified Tiles , Ceramic Tiles , Glaze Tiles
- Generating demand from the market by identifying and satisfying end users' & channel partners' needs.
- Develop dealer network in Unrepresentative area of North Gujarat and Ahmedabad district
- Establishing and communicating products' key distinctive characteristics to the market.
- Achieving the sales target given by company
- Managing 15 dealers across assigned territory and push them for achieving sales targets.
- Business & Channel Development in the assigned territory

Achievements:

- Generated the business of Rs.20 cores yearly.
- Developed a new product in premium segment & generate valuable business
- Arrange mason meet area wise
- Approved & Incorporated product specifications with reputed Govt Departments, builders and architects.

BEREGER PAINTS INDIA LTD:

Designation: Area Sales Manager

Work Duration: May 2004 – October 2007

Area of Operations – Ahmedabad & North Gujarat

- Reporting To – Regional Sales Manager
- Sales of various Decorative & Industrial paints
- Developing Dealer network & Unrepresentative area.
- Responsible for Area Development and company product promotion in decorative segment
- Arrange painter meet & dealer meet in assign territory

Achievements:

- Given the rise in volume base sales by 43%. In dealers network
 - During period archive Multiplex , Hospital & Banās dairy project
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Personal Details

- Father's Name : Keshavlal Vyas
- Date of Birth: 4th August 1975

■ **ACADEMIC QUALIFICATION:**

Degree	Institute	Year of Passing	Percentage/ Grade
Bsc (Chem)	Bharatiya Vidhya Bhavan, Bhavans College, Ahmedabad.	August – 1995	II

- Religion : Hindu (Brahmin)
- Marital Status: Married
- Languages Known: English, Hindi, Gujarati