

MAHENDRA SURYAKANT KALE**Contact:** 9909978954 ~ **E-Mail:** mskale01@gmail.com ~ **LinkedIn ID:** mskale01@gmail.com

A result oriented & performance driven professional, in quest of assignments in Sales & Marketing, Sales Operations & Relationship management,

Professional with over 30 years of rich Cross Functional experience, Ready to Relocate Anywhere in India

Presently Associated with Zuerst ventures pvt Ltd as Sales Head – Gujarat Since April-2021

Last worked with Godrej & Boyce Mfg. Co Ltd as Sales Manager-Gujarat. For which details are given below.

CHALLENGES	Solution
Large Teams of Experienced FOS	Experienced Individuals encouraged & converted to work as ABF, Small teams of 5 FOS Created for better control & Cost control
Sale conversion technique with selected peoples only	Conducted Multiple Sales Training with FOS & Also demonstrated on Field on conversion.
Absence of D2D Team	Appointed & built 2 Teams of D2D with on hand Training & on field Demonstration.
ACHIEVEMENT	Achieved Sales Target before FY Closing
	Reduced Sales Expensed cost by 50% by encouraging ABF Model
	Appointment of 6 ABF in joining year to reduce SE & Increase in Contribution Value
	Appointment Of 16 ABF in 2018-2020 for B2B business.
INNOVATIONS AT AHMEDABAD	Created 105 Facebook E-stores for online sale during Pandemic period.
B2B SALE	
CHALLENGES	Solution
Extreme competitive Market	Promote BRAND Godrej for Innovative products & use of features to end customer, At competitive price.
	Strong follow ups, Regular visits & good relationship with procurement Teams, Lead generation through cold calling & use of Social Media.
ACHIEVEMENT	Bag orders from WIPRO CONSUMERS LTD, BHAGWATI FLOUR MILLS LTD, ZYDUS HOSPITAL & LOCAL HOTELS
	Appointment of 2 ABF FOR SALES PROMOTION IN SAURASHTRA & KATCHH
B2G ROLE	Working on GEM Portal
CHALLENGES	Solution
Total unknown field	Search on Internet to get details
No training facility available	Use of VDO published by GEM
Lack of process flow knowledge	Learned by experiments
No process setup for execution	Process set up from Registration & up to Execution of orders
Outstanding issue	In consultation with GEM arranged payments in 30 days average
ACHIEVEMENT	Achieved business of 10+ crore in 2020-21, 4.5 crore in 2019-20
	Trained Teams across PAN INDIA for GEM working & Incident Management
	Achieved business of 5.1 crore till Dec 19
	Uploaded more than 300 variants of Air conditioners & Refrigerators on GEM Portal

- Worked with Godrej & Boyce Mfg. Co. Ltd. as Manager-Direct Sales (Appliance Division, Guwahati, North east) - Region.

CHALLENGES	Solution
NEGLECTED LOCATION	Studied History of state & adapted local customs at earliest
RESISTANCE TO ACCEPT NON ASAMEES	Hold meetings with Various organizations & convince them for need of employment Generation for Asameese
LOW END SALE OF PRODUCTS	Conducted multiple Sales Training & asked to start with High end products in Retail
LOW SALARY ISSUE	Convince FOS on importance of Incentive & how to earn Incentive by selling High end products
POOR PRODUCTIVITY	Focused on product Training & Incentive guidance trainings to improve productivity
ATTRITION OF FOS	Introduced Incentive based Awards & Club systems for Performance recognition
STRONG DEALER MANAGEMENT	Conducted meetings with DEALERS & explain the benefit of awareness created by FOS in secondary sale
ACHIEVEMENT	Successfully crossed 100 Appliances month on month from first year only
	Succeed to recruit local manpower from various organizations
	Recruited & Maintained 4 Teams of 8 FOS in Tele selling
	Recruited & Maintained 3 Teams of 5 FOS in D2D Selling
	Successfully Raised the branch profitability % level to 2nd in India
	Successfully deliver consignment of Refrigerators to BHUTAN through ABF
	Expanded the sales operation to Northern Assam through ABF concept
	Succeed to award GUWAHATI branch as most promising branch
	Bag order from IIT Guwahati for Refrigerators, Air conditioners & Microwave ovens

- Worked with Godrej & Boyce Mfg. Co. Ltd. as Manager-Direct Sales (Appliance Division, RAIPUR NEW BRANCH SET UP,) – Region

CHALLENGES	Solution
RECRUTIMENT	Continuous recruitment of FOS done through Recruiting agencies & NGO
PRODUCT TRAINING	Arranged multiple product training & reviews by self & professional Trainers
SALES TRAINING	arranged sales trainings & reviews by self
PRODUCTIVITY	Through continuous improve process, Strict monitoring & Reward program
TARGET ACHIEVEMENT	Ensured achievement of Target by enhancing productivity of FOS
GROWTH PLAN	Planned 20% GOLY & Achieved it by innovative way of se lling
ACHIEVEMENT	Recruited & Maintained 3 Teams of 4 FOS in Tele selling
	Recruited & Maintained 2 Teams of 5 FOS in D2D Selling
	Achieved Target of 1.2 Crore in Launch year
	Adapted Upcountry selling to overcome Saturation in Local Market
	Adapted B2B Selling to cross GOLY Target in Cement & Power industry
	Achieved ROI of branch set up cost in 2.5 years
	Awarded various schemes Launched by Godrej
INNOVATIONS AT	BAG Air conditioner Orders from ULTRATECH CEMENT LTD Repeatedly

RAIPUR	
	BAG Refrigerator Orders from JSPL , MONET ISPAT & JINDAL POWER
	UPCOUNTRY Sales maximized in KORBA, JANJA, BILASPUR & KUSMUNDA MINES Colonies

Area of Expertise

<i>Sales & Marketing</i>	<i>Business Development</i>	<i>ERP Implementation</i>
<i>Channel Management</i>	<i>Project Management</i>	<i>Training</i>
<i>Service Operations</i>	<i>Franchisee Management</i>	
<i>Process Improvement</i>	<i>Manufacturing & Planning</i>	
<i>Key Account Management</i>	<i>Team Management</i>	

- Excels in prioritizing business needs by identifying new/ upcoming revenue stream and designing various products as per client's requirements
- Adept in managing sales & marketing operations; distinction of accomplishing multi-fold revenue increase
- Skilled in heading complete with operations activities key focus on bottom-line profitability by ensuring optimal utilization of resources
- Proficient in interfacing with clients, suggesting viable product & solutions, cultivating relations with them for securing repeat business and ensuring quality delivery of products
- Demonstrated excellence in overseeing various functions like **Territory Operations, HR Operations involving Recruitment, Performance Management, etc.**
- Solid management skills, capable of leading & motivating individuals to maximize levels of productivity; a customer-centric professional as well as has knack for motivating large workforces for exceeding customer expectations in delivery of committed services
- Performed cross-functional capacities like **Manufacturing, Services, ITES, B2C, B2B B2G Sale**
- Possess **Employees Retention** skills
- An effective communicator with strong leadership, negotiation, presentation and problem-solving skills
- Expertise in GEM (Govt.E-market place)

Leadership: Driving the organizational mission through employees & supports motivation of employees in organization

Management: Overseeing operations of the organization, implementing plans, managing human & physical resources

CAREER MILESTONES

- Efficiently started career as **Junior Chemist** but reached at position of **Sales Manager, North East**
- Holds the merit of receiving **Special appreciation** for recovery of revenue from false claims of dealers in the year 2005
- **Received award for computerize packing list for customize order** in 2004
- **Consistent Incentive earner with more than 110 % growth**
- **Achieved ABP 40 days in advance in FY 2015-16.**
- **Introduced & Handled Solely GEM transactions of 5.1 crore for 1st year**

CORE COMPETENCIES

- Carrying out complete sales & marketing operations (B2B, B2C & B2G) for by formulating business plans to market a wide range of products and achieve organizational goals / targets
- Analysing latest trends & customer behaviour, conducting competitor analysis and gathering market intelligence
- Identifying and networking with prospective clients, generating business from the existing accounts and achieving profitability and increased sales growth

- Developing baselines for projects; monitoring & controlling assignments with respect to cost, resource deployment, time over-runs and quality compliance to ensure satisfactory execution of tasks
- Managing customer centric operations and ensuring satisfaction by achieving delivery & service quality norms
- Creating & sustaining a dynamic environment that fosters development opportunities and motivates high performance amongst the team members

WORK EXPERIENCE

Mar'91 with Godrej Group, Mumbai

Growth Path / Deputation: Joined as **Junior Chemist** and rose to the post of **Manager B2B & B2G**

Mar'91-Dec'06: Senior Officer-Service Department, Powder Coating Department & Production Department- Godrej & Boyce Mfg Co. Ltd., Mumbai
 Jan'07-Jun'09: ERP Consultant-Godrej InfoTech Ltd., Mumbai
 Jun'09-Present: Manager-Direct Sales (Appliance Division)-Gujarat Region - Godrej & Boyce Mfg. Co. Ltd.

As ERP Consultant-Godrej InfoTech Ltd., Mumbai

- Accountable for implementation on INFOR LN (SP0) at **Birla Power Company Ltd. with BOM, Routing, SFC, PCS, etc.**
- Provided support on INFOR LN (FP2) at **Mekaster Equipments Ltd. with BOM, Routing, SFC, PCS, Service, Planning Engine - PRP/MRP/SIC** along with mapping of business process and company setup for live transactions
- Involved in full cycle implementation & support on INFOR LN (FP2) at **Advantec Coils Ltd. with Manufacturing and Service Modules**

Highlights:

- Successfully completed **In-house Training on ERP LN FP5** in 2009
- Efficiently involved in mapping Business Process in **SSA ERP LN FP5**

As Senior Officer-Service Department, Powder Coating Department & Production Department- Godrej & Boyce Mfg Co. Ltd., Mumbai

- Active participation in certification in **ISO 9000: 2000** and **ISO14000**
- Implementation & development of **Visual Control System for Painted Components**

PREVIOUS EXPERIENCE

Mar'89-Mar'91 with Bajaj Auto Ltd., Aurangabad, Maharashtra as Assistant Engineer-Manufacturing Paint Shop

EDUCATION

1988 Diploma in Paint Applications Technology (DPA Tech.) from **Mumbai University, Mumbai** with A Grade.

PERSONAL DETAILS

Date of Birth: 14th February 1968
 Address: D/16, SULAY ROW HOUSE, BAKERI CITY, VEJALPUR, AHMEDABAD-380015
 Languages Known: English, Hindi, Marathi, Gujarati (Partial)
 Notice Period: 3 Months (Negotiable)