Kashipur, U.S. Nagar,

Uttarakhand - 244713

Mobile: - 9568649786

**KHALIK HUSSAIN** E-mail: khalik49786@ gmail.com

**OBJECTIVE:**

To obtain a position as Sales/Marketing Business Manager in a reputed organization where I can make a positive contribution.

**CURRENT ORGANIZATION**

**CAPTAIN TRACTORS PRIVATE LIMITED**

**Designation:** **Area Sales Manager [Tractors & Agriculture Implements]**

**Duration:** **From April’ 2016 to Till Date**

**Assigned Territory:** **Entire Uttar Pradesh**

**Role & Responsibilities (Sales & Marketing/ Business Development):**

* Search & appointing new dealers & interfacing with them for smoother coordination in business activities.
* Taking initiatives & driving the sales force.
* Fortifying relations with the net worthy customers & Financers.
* Coordinating with Dealer sales team & organizing promotional activities for building the image of the product & increase SOM (Share of Market) in respective territory.
* Liasoning and developing good relations with Bankers to reduce the retail cycle of dealer points.
* Analyzing the quarterly RTO Data to find out overall performance of dealer points and further finding out he untapped areas for further increasing our product SOM.
* Arranging for the area based promotional activities in the untapped areas to grab a good place in

Concerned areas.

* Billing Plan Dealer wise retail sales & stock.

# Core competencies:

# Overseeing the sales & marketing operations, thereby achieving increased sales growth.

# Utilizing customer feedback & personal network to develop marketing intelligence for generating leads.

# Identifying streams for revenue growth & developing marketing plans to build consumer preference with various promotion activities.

# Conducting competitor analysis by keeping abreast of market trends & achieving market share.

# Hands on experience in implementing the marketing strategies of the organization & generating revenue.

# A keen communicator with excellent interpersonal skills & the ability to grasp new concepts & utilize them in a productive manner

# Customer Relationship Management:

# Developing relationships with the influencer’s like Village Sarpanch, local mechanic, etc. for business development.

# Interfacing with the customers for suggesting the most viable services & product range and cultivating relations with them for securing repeat business.

# Managing activities pertaining to finalization of deals for smooth execution of sales & order processing.

# Team Management:

# Leading, mentoring & monitoring the performance of sales team to ensure efficiency in process operations.

# Creating and sustaining a dynamic environment that fosters development opportunities and motivates high performance amongst sales team.

**Achievement:**

* Appointed 14 Dealers in assigned territory

**PREVIOUS ORGANIZATIONS**

**ACTION CONSTRUCTION EQUIPMENT LIMITED**

**Designation: Area Sales Manager [Agriculture Equipment Division]**

**Duration: From Jun’ 2013 to Feb’ 2016 [2 Years 8 Month]**

**Assigned Territory: Entire Uttar Pradesh**

**ACHIEVEMENTS:**

* Appointed 2 Distributor & 17 Dealers in assigned territory.
* Direct sales 14 Harvester combines in UP.

**PREET TRACTORS PRIVATE LIMITED**

**Designation:** **Sales Executive - Assistant Manager - Area Manager [Tractors Division]**

**Duration:**  **From Jan’ 2005 to May’ 2013 [8 Years 4 Month]**

**Assigned Territory:** **Western Uttar Pradesh & Uttarakhand**

**ACHIEVEMENTS:**

* Appointed 47 dealers in Western Uttar Pradesh & Uttatakhand.
* Increasing sales threw dealer network.
* One Distributorship (Spare Parts) appointed in Moradabad for U.P. & Uttarakhand.
* One Distributorship appointed in Banda.
* One Distributorship appointed in Hardoi.
* Rewarded with Best Performer No.1 Area Manager for 2010.
* Prathama Bank Tie Up for fast retail in Moradabad, Thakurdwara, Sambhal, Bilari, Chandousi, J.P.Nagar, Dhanora, Kanth, Rampur, Bilaspur, Swar, & Tanda.
* Salesman recruits 43 nos. in time to time.
* Provided the back up support to authorized dealers & company by organizing events for sale promotions like Demonstrations, Loan Melas, Road Shows, Exchange Melas, Kisan Mela, Bankers Meet & Mechanic Meet.

**PROFESSIONAL** **QUALIFICATION:**

Diploma in **Agriculture Engineering** with 74% from Handia Polytechnic, Handia Allahabad, UP. under State Board of Technical Education, Lucknow U.P. in 2003.

**INDUSTRIAL TRAINING & PROJECT:**

* One year (2004) training course from Minor Irrigation Department, Lucknow, Uttar Pradesh.
* One month training course from Northern Region farm machinery training and testing Institute, Tractors Nagar, Hissar, Haryana.
* One month Training course from Agriculture workshop, U.P. Agro Industrial corporation Ltd. Lucknow, U.P.

**COMPUTER SKILLS:** M. S. Office, Internet

**PERSONAL DETAILS:**

Date of Birth - 17th July,1979

Marital Status - Married

Nationality - Indian

DATE & PLACE: (KHALIK HUSSAIN)