**Ajay** **Gopalan**



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**Professional Summary**

A Manager with 20 years of diverse experience in Automobile Sales & Marketing, including Exports; Hospitality, and Telecom industry.

**Accomplishments**

* Experienced Sales and Marketing professional with high Sales Negotiation, Closing & Management Skills.
* Winner- Chairman's award for excellence, Star Team, Model Branch & Star Salesman awards.
* Achieved #2 position in market share of Kia brand in the markets assigned competing against more than 25 auto brands
* Achieved the No.1 position in the maximum profit per trade out vehicle out of the 21 showrooms spread over Oman.

**Personal Information**

Male; 41 Years; Marital Status: Married

**Skills**

B to B sales.

Export Sales, Export Management

Social Media Marketing, Computer Knowledge, Digital Marketing, Digital Campaigns, Channel Sales,

Computer literate and proficient in MS-Office, AS-400, SAP, CRM and CMS systems, Email Marketing.

Proficient in graphic design using GIMP, Photoshop, Inkscape, Scribus and Blender.

Dealer Management.

Ability to read, prepare and interpret reports.

Strong communication and negotiation skills.

Good Decision making and problem solving skills.

Business administration and entrepreneurial experience.

Empowers high-performing sales teams.

**Languages**

Malayalam, Tamil, English, Hindi, Arabic.

**Work History**

**General Manager**, 07/2016 to 04/2018

**Autovista Fze** – UAQ FTZ, UAE

* Conceptualized and was part of the team which started Autovista Fze to focus on individual importers based in foreign countries.
* Experienced in incorporation formalities, brand building, digital marketing, and social Media marketing.
* Developed engaging, creative, innovative content for regularly scheduled social media posts, which enlightened audiences and promoted brand and market-focused messages
* Created Contents which included but not limited to campaign strategies, copywriting, illustration and graphic design using GIMP and Inkscape.
* Audited and analysed social media presence using tracking systems to gather visitor data and engage with them to build further relationships.
* Monitor competitor activity within social media space and gather competitor intelligence on product pricing and stock positions.
* Prospecting for customers & suppliers for Automobiles, spare parts, Paper products, lighting products.
* Built relationships with customers and the community to establish long-term business growth.
* Designed & developed website for direct communication with end customers.
* Present at Trade fairs such as Prolight 2016, INTERSEC 2017, Arab Health 2017,Paperworld Middle East 2017, Auto Mechanika 2017

**Area Sales Manager**, 05/2014 to 07/2016

**Autoredo Fze (formerly Demimpex Fze)** – JAFZA, Dubai, UAE

* Successfully negotiated and won a deal for supply of Ambulances and Riot control vehicles for the Govt of an East Asian county- one the biggest deals for Autoredo Fze.
* Closed an average of 30-40 sales calls each quarter.
* Responsible for identifying & developing B2B & B2C markets in Far East Asian countries and Africa.
* Prospecting clients using internet & country visits.
* Made multiple visits to Myanmar, Laos and Cambodia and gathered valuable business and clients for the company.
* Gathering market intelligence and competitor pricing data to ensure better margins from sales.
* Formulated Business Outreach Strategies with regard to the Appointment of dealers and agents in host countries.
* Conceptualize Negotiate and Finalize vehicle accessory fitments with vendors.
* Negotiate with shipping companies and freight forwarders to derive maximum benefit for company.
* Used Social media marketing & internet tools in generating leads and converting them into profitable sales.
* Minimize lead time by liasoning with foreign bankers on Letter of credit issues in host countries and solve them.
* Part of the team involved in successfully conceptualizing & re-branding of Demimpex to Autoredo.
* Maintained knowledge of current sales and promotions, policies regarding payment and exchanges and security practices.
* Promptly resolved all customer requests, questions and complaints.
* Contacted customers by phone and email in response to inquiries.

**Team leader**, 11/2009 to 04/2014

**Saud Bahwan Group - Toyota Division** – Dibba, Sultanate of Oman

* Part of the core management team of the company (export operations).
* Successfully lead a team to YOY sales growth & exceeded annual targets by 30% every year. Achieved an average turnover of 14 million USD plus every month.
* Successfully added up 6 new dealers and managed to increase sales of 12 dealers on a YOY basis.
* Pro-active in Collecting market data and intelligence and compiled data for forecasting and placement of production orders resulting in better stock management and reduced idle stock.
* Controlled and reduced employee attrition from the team by being a dedicated team leader.
* Developed unique sales promotion packages to liquidate stocks.
* Prepare Quarterly sales performance and forecasting details as power point presentations and present the same to higher management periodically.

**Sr. Sales Executive**, 02/2003 to 11/2009

**Saud Bahwan Group- Kia Division** – Salalah, Sultanate of Oman

* Dedicated Team Player involved in Sales, Marketing & Administration of the branch.
* Gained solid knowledge about customers’ accounts, products and services, business landscape and competitor offerings
* Trained & Lead the branch sales team in Product Knowledge, Conducting road shows, customer meets, exhibitions and brand building activities.
* Arranged auto finance, trade-in and trade-out of used vehicles, logistics, Collected Competitor intelligence, etc.
* Excellent Communication Skills and a Positive Outlook.
* Always Friendly, Helpful and positive attitude.
* Highest Level of Integrity & loyalty to the company and appreciated by top management.
* Had Professional Customer Interactions providing recommendations to customers based on their needs and requirements.
* Experienced in preparing Tender bids.

**Sales Consultant**, 08/2000 to 08/2002

**Saud Bahwan Group- Daewoo Division** – Al Kamil, Sultanate of Oman

* Showroom based selling of Daewoo Vehicles, Eicher & Samsung Trucks.
* Gained Arabic language knowledge through hands-on interaction with customers in the market.

**Sales Executive**, 08/1998 to 08/2000

**Mahindra Holidays & Resorts Ltd** – Pondicherry, India

* Promoted Direct selling of Holiday club memberships, conducted Lead generation activities (LGA), member meets, group presentations and took part in exhibitions.
* Got increments twice in recognition of sales performance
* Won sales contests etc.
* Achieved targets consistently when the time share industry was witnessing large scale bankruptcy and closures resulting in huge lack of confidence from the public at large.

**Asst. Sales Officer**, 04/1997 to 08/1998

**Punwire Mobile Communications Ltd** – Ranipet, India

* Part of the core team involved in launching Paging services in North Arcot District, Tamil Nadu, India.
* Appointed and Managed dealers and sub dealers for direct selling of paging services.
* Conducted group meets to educate the public on the emerging concept of paging services.

**Education**

**MBA**: Marketing Management and International Marketing, 2005

**Indira Gandhi National Open University (IGNOU)**

**B. Com**: Commerce, Accountancy and Economics, 1997

**St. Joseph's College** - Cuddalore, Tamilnadu

Graduated with first class.

**Training & Certifications**

* Product training- Casio Bharti Communications Sales training program by Motorola in association with Team

Productivity Council, India.

* Advanced Closers Workshop by Shari Levitin Group, U.S.A in association with Resorts Condominium International and recognised by AIRDA (All India Resort Developers Association)
* Toyota, Kia, Daewoo product training programs & other personal development programs by in-house training dept.