Brajesh Kumar Pandey

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**Job Objective:** Seeking mid level managerial position in Sales & Marketing/Business Development/Retail Chanel Development & Relationship Management with a growth oriented organization Automobile/Tractor industry, preferably Bihar/Jharkhand.

**Profile Snapshot:**

⮚A result oriented professional with 23 years of experience in Sales & Marketing, Channel Development Business Development and Team Management in the Automobile/ Tractor Company

⮚Extensive experience in Channel development, Business development & Product promotion

⮚Adept at handling day to day administrative activities in internal/external departments

**Skill Set:**

⮚Driving business growth through identification of new market segments for attainment targets with a view to optimize revenue.

⮚Forecasting sales targets and executing them in a given timeframe.

⮚Effectuating sales promotional activities for brand building & market development

⮚Planning effective manpower deployment & work scheduling of qualified workforce

⮚Initiating and developing relationship with key makers in target organization for business development

⮚Identifying prospective clients from various sectors, generating business from the existing, thereby achieve business targets

Core Competencies

⮚Business planning, forecasting & analysis for assessment of revenue potential in business opportunities

Business Development

Sales & Marketing

Retail Channel Development

Product Promotion

Relationship Management

Team Management

⮚Developing relationships with key decision-makers in target organisations and establishing tie-ups for business development

⮚Analysing & reviewing the market response and communicating the same to the sales teams for accomplishment of the business goals.

⮚Overseeing the sales, marketing & retail operations, thereby achieving increased business growth

⮚Identifying streams for generating revenues & developing marketing plans to build consumer preference.

⮚Coordinating & organising product promotion to create market brand visibility.

⮚Monitoring the team members to ensure efficiency in process operations and meeting of individual & group targets.

⮚Liaising & coordinating with various authorities for securing approvals / clearance and ensuring seamless business operations.

**Organisational *Experience:***

***Presently working with Indo Farm Equipment Ltd Bihar Since 23 July 2019***

***as a Chief Manager (Sales Bihar)***

⮚***Since October 2015 to 15 July 2019***

***Sr. Business Manager (State Head Sales, Bihar)***

Accountabilities

⮚Business planning, forecasting & analysis for assessment of revenue potential in business opportunities

⮚Developing relationships with key decision-makers in target organisations and establishing tie-ups for business developmentnn

⮚Analysing & reviewing the market response and communicating the same to the sales teams for accomplishment of the business goals.

⮚Overseeing the sales, marketing & retail operations, thereby achieving increased business growth

⮚Identifying streams for generating revenues & developing marketing plans to build consumer preference.

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⮚**June 2013- Oct 2015: Indo Farm Equipment Ltd. Bihar**

**Regional Manager (Sales)**

**Highlights**

Increased turnover and profitability through identifying new market opportunities and selling services to these markets

**⮚2010 to May2013 John Deere India Pvt Ltd, Patna Senior Territory Manager**

Accountabilities

* Undertaking business development activities in form of work-site tie-ups, Sales promotion activates and effective builder’s relationships.
* Handling Dealership related daily monitoring, Achieving dealer business plan(sales, manpower requirement, funds, coverage, activities)
* Implementation of specific incentive scheme for Dealers.
* Devising strategies and conducting district wise, tehsil wise monitoring.
* Sales volume Target
* Liaison with financial institution/banks for exploring the new avenues for Retail financing of product.
* Analyze target segment & devise segment specific marketing strategies.
* Conducting, training on product for dealers and personals to ensure efficiency in sales operations and meeting of targets.
* Analyze existing product Range & competition & accordingly recommend Product portfolio.
* Providing competitor feedback to HO regarding new product, new policies etc.

**⮚ July, 2009-Jan, 2010 Indo Farm Industries Ltd. Patna as an Area Manager(Bihar)**

**⮚Dec, 2006 - July, 2009 International Tractors Limited, Patna as Asst. Manager (Sales) Bihar**

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**⮚ Mar, 2005 to Nov’2006**

**Sales Officer in Mahindra Vishwas Project (Tractor Division M&M Ltd. Patna)**

Accountabilities

* Plan and execute strategies for sale of Mahindra Tractor through exchange.
* making individual channel partners for exchange sale of Mahindra Tractors
* Implement strategy for sales through independent Network “Mahindra Viswas”
* Certify the old tractors technically to sale with brand name “Mahindra Vishwas”.
* Ensure brand building through events like Service camp, Demo, Road show, Loan mela, etc

**⮚March 2002 to Feb 2005**

**Service Engineer (Kinetic Engineering Ltd. Patna)**

Accountabilities

⮚ Coordinate with customers/channel partners for all service & support operations.

⮚ Trouble-shooting, quality issues, handling customer complaints, immediate resolution of problems,

⮚ Monitor renovation at dealerships to equip with trained Service team & equipment.

⮚ Sending product-feedback report to concern department,

⮚ Plan and execute events for customer increasing index and brand building image.

**6. since April 1997 to Feb. 2002.**

**Resident Service Engineer (Bansal Enterprises, Bhagalpur Auth. Dealer of Yamaha Motor India Pvt.Ltd.)**

Accountabilities

⮚ Responsible for floor productivity by leading a team of technician to achieve customer satisfaction,  
⮚ All aspects of Service Management.

⮚ Giving suggestions and decisions regarding repair or replacement of spares,

⮚ Handling and implementing all aspects of warranty policies,

⮚ Ideas, Suggestions, does on the vehicle are explained to the customer for trouble free operation.

⮚ Planning and implementing events like customer meet, fuel check camp, free service camp etc for customer increasing index and brand imagining,

**Professional Qualification**

**Diploma in Mechanical Engineering from Govt. Polytechnic, Dhanbad, Bihar with 74% marks in 1994**

Well versed with database MS Office, Out Look Express, Internet Application,

Personal Details

Date of Birth : 03/03/1971

Marital Status : Married

Reporting : Sr GM Indofarm Equipment Ltd.