**Mukesh Srohe**

**Mobile:** 9896465865  **E-Mail:** srohe62@@gmail.com



**Aiming for senior managerial positions, preferably in the Automobile industry in:**

**~ Sales & Marketing ~ Business Development ~**

**~ Channel Management ~ Brand Management ~**

**Professional Digest**

* An incisive leader with **4 years** of experience in the areas of Sales & Marketing, Business Development and Channel Management, in the Automotive industry.
* Strong background in Sales Promotional Activities, dealer development, market research, and accordingly effectuating strategies to achieve targeted for business growth.
* Track record of driving business operations to profitability and high growth situations in major markets across the state –Distt. Hisar,Sirsa,Yamunanagar,Ambala,
* Demonstrated commitment to building and leading a sales team. Liaising with bankers & NBFCs for maintain retailing cycle.
* Possess credibility in managing business operations encompassing customer relationship management, administration, finalization of strategic alliances, and brand image building.
* Effective communicator with excellent negotiation, presentation, convincing and analytical skills. Ability to think out of the box, and contribute ideas towards achieving operational excellence.

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| --- | --- |
| **EXPERTISE IN:**   * Sales & marketing * Dealer development * Sales Promotional Activities * Business Development * New Product Launches * Team Building & Motivation * Proper co-ordination * Distribution/ Channel Management * Client Relationship Management * Managing strategic relationships with business partners/ collaborators | **LEADERSHIP ATTRIBUTES**   * Driven to succeed and excel * Organization building * Team Management & Monitoring |
| **HAS HANDLED:**   * North Haryana & Rajasthan sales & marketing * Brand Building * Strategy Planning & Execution * Appointing new dealers |

**BUSINESS SKILLS**

* Managing marketing operations with a view to achieve business (sales volume & market share) objectives and ensure top line and bottom line profitability.
* Establishing short term / long term budgets and designing business plans / strategies for maximizing profitability & revenue generation & realize corporate goals.
* Conducting competitor market analysis for keeping abreast of prevalent market structure and enhancing market penetration.
* Mapping requirements and providing best solutions involving evaluation and definition of scope of product / project and finalization of requirements.
* Building and maintaining healthy business relations with OEMs, enhancing customer satisfaction matrices; ensuring quick, smooth & comprehensive solutions to the customers.
* Recruiting, leading, training & monitoring the team members to ensure efficiency in business operations and meeting of individual & group targets.

***CAREER EXPEREINCE***

*Growth Path*  ***ESCORTS LTD. FARIDABAD***

**Since Dec .2015 to July 2020 Project officer** [sales and marketing]

***Key highlights***

* **Regularly Monitoring ESMS (Escorts sales Manegment System).**
* ***New dealer appointment.***
* **Business generation by conducting promotional activity like demo,customer meet,mechanical meet, banker meet and trying up with key customers offering special schemes for sales and service.**
* **Regular Making Strategies to combat in the competitive market.**
* **Ensure viable Distribution Network by Appointing Dealer- Sub Dealer Appropriate Market Coverage.**
* **Successfully Designed Business Development plans for Brand Building and Refurbish used tractor.**
* **Liaising with Financial Institute/ Bankers for Exploring New Avenue’s for retail Financing of product.**
* **regularly Making Strategies to combat in the Competitive market.**
* **Always complete the Work with in Stipulated Period of Time.**
* **Making Regular Planning for Promotional Activities (Customer meet, Mechanic meet, demo, banker Meet etc.**

**ACADEMIA**

* Matriculation from Board of School Education Haryana, Bhiwani. Since April 2009 to march 2010.
* Senior Secondary Education from Board of school Education Haryana, Bhiwani. May 2015.

***COMPUTER SKILLLS*:**

* Well versed with MS-Office, MS-Windows
* Internet

**PERSONAL DETAILS**

Father’s Name : Sh. Jarnail Srohe

Date of Birth : 05/09/1994

Marital Status : Married

Nationality : Indian

Languages Known : Hindi, English and Punjab

**Date: \_\_\_\_\_\_\_\_\_\_\_\_\_ (Mukesh Srohe)**