**VIPUL KUMAR**

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: Add: Plot no-596, Flat no.-201, W- Block. Juhi, Saket Nagar, Kanpur, U.P.208014

I have about 28 years of experience in sales, marketing and service. I have worked extensively for network development, manpower training. I have been instrumental in product seeding, product development and managing activities.

**WORK EXPERIENCE**

1. **Om Sairam Tractors, Bina-Sagar** **April, 2019 to till date**

Om Sairam Tractors is an authorized dealer for Escorts tractor, dealing in Powertrac brand of the company and agriculture implements dealer.

Designation: **Sales Head**

* **Key Responsibilities**
  + Managing day to day administrative activities of the dealership
  + Interaction with principal companies regarding inventory transactions
  + Manpower reporting and their performance review
  + Managing all the branches to maintain as profit center
  + Planning and managing activities to increase the market share in uncovered areas
  + Liaison with financiers for timely retail
  + Liaison with agents for timely liquidation of exchange tractors
* **Achievements**
  + Opened new branches at low coverage locations-Khurai, Sagar, Banda, Sahgarh, Garhakota
  + Increased annual sales from 120 tractors to 280 tractors
  + Manpower induction and retention to increase the market penetrations
  + Annual implement sale increased from 180 to 500 units

1. **Force Motors Ltd** (FML) **June, 2003 to March 2019**

Force Motors Ltd is a well-known automobile manufacturing company. They manufacture tractors under the brand names, Balwan, Ox, Sanman and Abhiman series.

I have worked in Sales and Service departments of FML.

1. Designation: **Territory Service Manager**, Jaipur **May, 2018 to March 2019**

* **Key Responsibilities**
* Responsible for the entire service activities, providing customer support for wide range of Tractors, parts sales, recon aggregates and Loyalty Scheme business in assigned territory.
* Initiating improvements in infrastructure and profitability of dealer’s workshop.
* Identifying training needs and enhancing skills of dealer.
* Assessing customer feedbacks on new products and reporting competitor strategies across the assigned territory.
* Prompt After Sales Service to Customer Satisfaction
* Implementation of Service Systems as per company norms at all dealerships
* Spare Parts business Planning at all dealership for ensuring parts availability to Customer Satisfaction & achieving Target
* Development of dealers, Dealer infrastructure on a continual basis
* Training to the Dealer Service Team & Customers Operation Personnel
* Warranty Administration
* Failure Analysis, Problem solving & Technical Reporting
* Interaction with OE suppliers on Regional basis for Product support & resolution and field issues
* Achieving a High Quality of Product Support to the Customers through a network of Dealer & their Service Team
* Interacting with customers to get post-delivery feedback visits and telephonic contacts.

1. Designation: **Territory Sales Manager**, Lucknow **June 2003 to May 2018**

* **Key Responsibilities**
* Manage a set of dealerships to achieve the business parameters like volumes, market share, collection, deliveries, spares part sales etc.
* Ensuring viable distribution network by appointing dealers, sub-dealers for appropriate market coverage Ensure availability of trained manpower in adequate quantity at dealerships
* Facilitate / coach the dealers and his staff for implementation various systems and Dealer management systems
* Liaison with Government department Municipal corporation, Agriculture department for tractor & implement sale

1. **Punjab Tractors Ltd** (PTL) **June, 2003 to March 2019**

Punjab Tractors Ltd, manufactures tractor under the brand name of Swaraj tractors.

Designation: Engineer Marketing (Patna and Lucknow)

* **Responsibilities:**
* Planning for Retails - Setting monthly/quarterly/yearly plan with dealers/ dealer salesmen Sales Volumes & Market share achievement in his areas as per the plan
* Liaison with Financial Institutions like Banks/NBFC’s/Govt. bodies etc. to aid the sales efforts Ensuring minimum retail cycle time for customers and no NPA’s/over dues to the banks. Enquiry review & monitoring to correctly identify & convert potential customers.
* Implementing activity plan at his dealerships, its execution & monitoring, to create awareness in market. Monitoring competition activity in his areas, passing on critical information to HQ.
* Responsible for Retails of entire area

1. **Prem Motors Ltd.**  **May, 1992 to December 1998**

**Prem Motors Ltd is an authorized dealer for Escorts tractors. They are also dealers for Maruti Suzuki, 2 Wheelers and C&F agents for tractors**

Designation: Service Manager

* **Responsibilities:**
  + Manage workshop service team
  + Old customer satisfaction
  + Spare parts inventory and stock management
  + Manage service-related promotional activities.
  + New tractor PDI and job card monitoring.

**EDUCATIONAL QUALIFICATION**

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| --- | --- | --- | --- |
| **Qualification** | **University/ Board** | **Session** | **Percentage** |
| MBA-Marketing | ICFAI | 2009 | 63% |
| BE-Mechanical Engg | Asian Institute of Management & Technology | 2010 | 72% |
| Diploma-Mechanical Engg. (Specialization Automobile Engg) | UP Technical Education, Lucknow | 1992 | 69.25% |
| Diploma in Civil Engineering | UP Technical Education, Lucknow | 1988 | 68.90% |
| Higher Secondary Education | UP Technical Education LucknowY | 1984 | 68% |

**TRAININGS**

* Two days NIS Sparta sales training program “Buland Hausle” attended in Sep.2011 at Force motors Ltd.- Navalviraytan-Pune
* Two days Light House Consultant sales training programmed “Udaan” attended dt.7.1.2013 to dt. 8.1.2013 at Navalviraytan-Pune
* Wipro DMS training 3 days successfully completed dt.11.2.2015 to 13.2.2015
* Force Sanman training program attended 20019

**PERSONAL DETAILS**

Father’s Name : Late Raj Narayan

Date of Birth : 30/07/1967

Languages known : Hindi and English

Interests and hobbies : Reading, travelling

**Vipul Kumar**

**Kanpur**

**Date :**