**Anand Kumar Patel**

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Seeking challenging assignments in Sales & Marketing field with an organization of high repute, preferably in Automotive and Agriculture Equipment industry

Profile Summery

* 7 Years’ experience in Sales & Marketing in Automobile and power product industry
* Strong hold on Channel sales, Network development, OEM Sales and Institutional sales
* Effective Communicator & negotiator with strong analytical, problem solving and organizational abilities

Core Competencies

* Channel Sales
* Sales & Distribution
* Customer Relationship

Organizational Experience

Honda India Power Product Ltd., Lucknow From 15 Dec2015 To Continue with Job as Sales Executive

A. Key Result Areas:

* Handling the channel sales (Dealers, Distributors and Retailers) in the assigned territory
* Products are Portable Gensets/Brush Cutter/Lawn Mover/ Water Pump set/Power Tiller/Light weight Petrol Engine.
* Application for Bear Engines Are Construction/ Agriculture Implement.
* Improving the development of dealer, Distributor and retailers through monitoring performance and implementing all promotional strategies and campaigns
* Monitoring that dealers maintain infrastructure as per Company standards
* Searching and appointment of new dealer, Distributor and retailer through Scouting in assigned territory
* Meeting dealer prospect and sharing the Honda presentation, business model, ROI etc.
* Competitors Mapping (like: -Product Launches / Schemes / Promotions / Development plans of the Competition) to understand competitor concentration and the need of a new dealer
* Ensuring the sales system is in place
* Responsible for mega sales activities to reach more number of customers and generate enquiries
* Ensuring that proper schemes are being passed on from the Distributor to retailers and to end customer
* Monitor daily work plan v/s actual

B. Institutional sales activities in assign Territory

* Generating leads by identifying and selecting institutions in target sectors, contact of decision maker in organization
* Tracking government tenders on regular basis and their follow up from getting PO till payment recovery
* Handle bulk order requirement directly
* Generating orders by identifying customer’s need and pitch with a customized solution for his needs with Honda power products
* Institutional Customer Satisfaction through prompt after sales & service

ICICI Lombard ,Kanpur from 13th Aug 13 till 13th Dec. 15 as Sales Executive

A. Key Result Areas:

* Direct sale
* Improving the development of dealer through monitoring performance and implementing all promotional strategies and campaigns
* Customer Folloup, Problem solving, Customer Visit.
* Collection ,Renewal,Customer Relation.

Future Group Kanpur (Internship) from 2nd May 12 till 2nd July 12 as an Executive

Done Internship for 2 months in Kanpur territory during MBA

Academic Details

* MBA in Marketing and HR from GBTU Lucknow in2011- 13
* B. Com from Allahabad University, Allahabad in 2011
* Intermediate (CBSE Board) from Army School, Allahabad in 2007
* High School (CBSE Board) from Army School, Allahabad in 2005

IT Skills

## Good hold on windows 7, 8, 10 and its application like Ms. Office etc.

## Strong hold in preparing MIS and other weekly and monthly reports

## Can work on ERP Software

Extra-Curricular Activity

* Done Marketing Workshop From IIM Culcutta during MBA

Personal Details

Date of birth :03 Feb. 1989

Address :117/p/259 Hitkari Nagar Kakadev Kanpur 208001, U.P.

Language Known :Hindi & English

Location Preferred : Anywhere in India

Marital Status : Married