Divakara CN

Email:divakarcn@hotmail.com

Tel: +919379020888

Challenging Positions in the field of Sales, Marketing, and Business Development with Leading Organizations.

***Sales and Marketing - Business Development - Industrial Sales -Team Handling – Institutional Sales - Competitor Analysis - Client Management - Back End Handling - Primary Sales and Secondary Sales.***

**PROFFESSIONAL SYNOPSIS:**

* A professional with 10+ years of qualitative experience in Sales and Marketing
* Currently functioning as an Sales Manager with Columbia Petro Chem Pvt Ltd. at Bangalore handling Karnataka.
* A keen strategist with a record of accomplishment of developing motivational schemes, customer servicing, client relationship and distributor management.
* A consistent performer with a proven record of accomplishment of increasing volumes, revenues and streamlining workflow.
* Excellent interpersonal, communication, team building, distributor management and customer relationship management skills with an experience in training and development of the work force with the ability to work in different environment.

**PROFESSIONAL EXPERIENCE:**

Present Organization: **COLUMBIA PETRO CHEM Pvt Ltd.**

Designation: **Sales Manager (Sales & Marketing)** from September-2013 Till date.

**Responsibilities:**

* Handling around 80+ clients in Bangalore city and major cities of Karnataka personally.
* Responsible for achieving sales targets.
* Leadership responsibility for entire Karnataka majorly Bangalore, 24 Crores in annual revenue.
* Ensuring the customers to adhere to the payment terms which enable the company on working capital management.
* Maintain existing dealers and developing new channel partners.
* Handling multiple products.

1. Transformer Oil (New Insulating Oil )

2. Liquid Paraffin (LLP and HLP)

3. White Oil (With different grades)

* Building good rapport with Customers.
* Ensuring the timely collection of Payments.
* Participating Events like ELECRAMA, IEEMA ETC….
* Handling both operations and backend teams.

Previous Organization**: SUPREME INDUSTRIES LTD**.

Designation: **Assistant Manager (Sales and Management)** from Sep 2012 - Aug 2013.

**Responsibilities:**

* Handled company’s complete portfolio (Material Handling Products) in the assigned territory and executing the market with different products.
* Team Management- Handled a team of 8 frontline sales force by continuously motivating the team by working with them, rewarding, incentivizing to ensure the product availability, increasing the reach, and thus ensuring the greater market share in the specified market.
* Training & Development- Ensuring the team is well trained to ensure the product reach by acquiring new outlets to ensure the numeric distribution, the product availability, range availability, new product introduction, credit management and customer management and thus ensuring the customer satisfaction.
* Planning and forecasting the sales by week, month and quarterly.
* Handled around 50+ clients in Bangalore.
* Always been the first person to enter sales Competition field in all Industrial segments.
* Identify the scope of business growth and implement the same in benefiting both client and the company.
* Analysing competitors in assigned region to prepare and deploy sales strategy in order to increase the sales.
* Handled material handling products like

1. HDPE Crates with different dimensions
2. Pallets
3. Bins

Previous Organization: **Schneider Electric India Pvt Ltd**

Designation: **Field Sales Executive** - from September 2011 – Aug 2012.

**Responsibilities:**

* Handled around 80+ clients in 7 districts of Karnataka.
* Identify the scope of business growth and implement the same in benefiting both client and the company.
* Train and tracking the performance of the team in each of the cities
* Established and maintained strong client relationships.
* Assisted marketing team in designing and deploying various marketing campaigns, which increased the brand recall value in short period of time.
* Managed new and existing institutional accounts.
* Cold calling, generating leads and converting into Sales.
* Initiating, Managing, Building, and Retaining customers through effective client relationship management.
* Trained 14 Pre Sales Representatives.
* Providing team training, development and support focusing towards achieving monthly or quarterly goals set
* Evaluate and guide the team to grow the sales penetration and increase client base, yielding revenue to the organization
* Conducts training programs to educate sales people in team regarding cross selling products.
* Work closely with Operations, Tech and Marketing teams.
* Handled multiple products

1. Luminous Solar Battery
2. Luminous Solar Home Light System
3. Luminous Solar Panel
4. Cracker
5. Luminous 5 Ah battery.

Previous Organization:  **Reliance Communications.**

Designation:  **Retail Sales Executive** from Sep 2010 till Sep 2011

**Responsibilities:**

* Leadership responsibility for 4 Districts.
* Accountable and Responsible for achieving sales target through new clients and existing clients.
* Responsible for achieving primary and secondary targets.
* Maintain existing dealers and developing new Channel partners
* Increasing the number of Stock Keeping Outlets.
* Appointing distributors to fill gaps and expand product reach in the market
* Planning merchandising, promotional activities for extra growth.
* Recruiting, training and monitoring FOS team.
* Handled multiple products.

1. Reliance Digital TV

2. DTH E–recharge

3. Reliance HDDVR

* Building good rapport with Distributor and Retailers.
* Handled Multiple Distributors & DSAs.(including Up country)
* Participated Events like Exhibitions ,Display Contests, Mall Activity
* Accountable and Responsible for achieving sales target through existing clients.
* Ensure that the orders are processed & delivered on time to various locations which involves effective management of time, logistics & cost.

**Achievements:**

* Company has issued certificate of Excellency.
* I have been awarded as a star performer for the year 2010-11.

**Core Competencies includes:**

Distribution Management, Distributor ROI Management, Team building, Operational Training and Development, New Product Introduction, Competitive Market Positioning, P&L Management for distributor, Team Building & Leadership etc.

STRENGTHS:

* Good team Player, posses’ team management skills, presentation skills, convincing ability, and Leadership skills.

ACADEMIC CREDENTIALS:

* Bachelor of Science as a Microbiology as a specialization with 62% as an aggregate.
* Master of Business Administration as a Marketing and HR as a specialization with 60% as an aggregate with Bangalore University.

PERSONAL VITTEA:

Name : DIVAKARA CN

Father’s Name : M Nagaraju

Address : #313, BCC Layout,

Vijayanagar 2nd Stage

Bangalore-560040.

Languages Known : English, Hindi, Kannada, and Telugu.

Date of Birth : 18th April 1983.

Marital Status : Married.

I here by declare that the above mentioned details are true to the best of my knowledge and belief.

(Divakara CN)