

* **Professional Summary**

Sales professional with a reputation of success in realizing positive growth in depressed and competitive markets and diverse industry lines. Ability to grasp highly technical product information and convey it in clear and confident terms targeted to the client's level of understanding. Combined experience in general management, sales training, community outreach and client relationship management.

**Sandeep Rawal**

**Country Sales Manager**

**Professional Skills**

* Networking
* Negotiation and Closing
* Sales Training
* Product Presentations
* Territory Development
* Business Communications

**M :** **9860008643**

**E :** **rawalsandeep@gmail.com**

**H : 020-25815423**

**Education**

* MBA from Indira Institute of Management (IIM), Pune University
* B.E. Mechanical from D. Y Patil college of Engineering, Pune University

**Softcell Technologies Ltd - May 2014 – Till date**

**Designation** - Product Manager – Apple Business

**Responsibilities:**

Softcell Technologies Limited is a 20 year old business-to-business IT infrastructure Services Company. With a 300+ member workforce. We provide end-to-end IT infrastructure services including Software Licensing, Hardware, Security, Storage, Networking, Field Support Services, Engineering Services, Testing & Application Life Cycle Management and Internet hosting services. We are headquartered in Mumbai and have sales offices in six major cities in India.

* Responsible for reviewing product data to ensure that the field force is kept up to date on new developments regarding the companies or competitors products.
* Act as point of first reference for all product related enquiries and work collaboratively with colleagues to address any issues that may arise.
* Close liaison with the field force to assess the response to and suitability of current promotional material and to ensure that the promotional material is being used optimally.
* Liaise with the Apple India team regarding the product campaign including direct mail and conferences
* Planning and Achieving Sales, generating revenue, meeting the set targets in a given time frame. By bundling a range of services, increase share in the market higher then set targets
* Formulates Business Plans along with Channel Partners to maximize sales, to manage sales and collection targets, Market mapping, customer mapping, competitor mapping in the geography assigned.
* Ensures the Branch Manager and branches reach the revenue target achievement for the assigned product portfolio for the region. Provides timely feedback to senior management regarding performance. Preparation of periodic sales reports, including daily activity matrix and calls/follow-ups made. Collect market intelligence and send to senior management.

**Technical Skills**

* MS-Office: Word, Excel & PowerPoint
* OS: Windows 7, 8 & DOS
* Knowledge in Others: Internet Concepts.

**Languages Known**

English, Hindi, Marathi & Punjabi

**Hobbies**

* Listening Music
* Swimming
* Traveling.
* Meeting new people**.**

**Multi-Wing India Pvt Ltd – June 2011-May 2014**

**Designation**

Country Sales Manager - July 2012 to May 2014

Regional Sales Manager - June 2011 to July 2012

Multi-Wing Group was originally founded by Finn Sigurd Andersen in 1938 as a local company trading hand tools and oil filters with small customers in Denmark.

Today Multi-Wing Group supports customers all over the world within the radiator, refrigeration and ventilation segments. We meet their complex air-moving requirements by designing and creating tailor made axial fan products covering a huge number of product configurations and service.

**Responsibilities**

* Served as a key member of the executive team that sets the company's strategic direction.
* Spearhead business development initiatives that are consistent with the company's overall global strategy.
* Revenue generation and strategic partnerships development and management.
* Build and manage a business development team across India.
* Negotiating the technical & quality specification, price and commercial terms both with customers and our vendors
* Supplier Management - Ensure long term and profitable relationships with business partners and supply retention through effective reward and recognition programs
* Strong understanding of customer and market dynamics and requirements. Ability to build and maintain relationships with new and exisisting customers
* Being actively present in the market, visiting existing and potential customers on a regular basis ensuring close contact with the market and value creation for our customers.
* Monitor pipeline of potential customers, identity entrance barriers and continuous update on customer specific action plan
* Working actively with price mix to maximize profitability
* Define customer demands and secure alignment with value proposition
* Close co-operation with the Regional Sales Managers and other Multi-Wing Regional Business Units (RBUs) to ensure alignment with Global key account plan.
* Ensure clear and correct technical and commercial documentation to customer service department

Order quotation/drawing alignment

* Detailed & High level of segment insight technically
* Keep updated on customers latest product development and its applications improvements
* Ensure optimal impeller selection and mounting options
* Share relevant R&D methods and tools with customers
* Optimise the entire cooling package solution as per the customers preferences

**Thermax Ltd- Boiler & Heater (B&H) Group -May 2010 to May 2011**

**Designation:** Asst Product Manager / Sales Manager

Thermax Group is an INR 5577 crore company, providing a range of engineering solutions to the energy and environment sectors. Headquartered in Pune, India and operate globally through 19 International offices, 12 Sales & Service offices and 12 manufacturing facilities - 7 of which are in India and 5 overseas. Our presence spans 75 countries across Asia Pacific, Africa and the Middle East, CIS countries, Europe, USA and South America.

**Responsibilities:**

* Handled marketing & sales of Heat Recovery Steam Generator (HRSG) on Gas Turbine & Biomass Fired Boilers
* Involvement right from concept to finalization stage to Supply / Erection & Commissioning & Project management

Today Multi-Wing Group supports customers all over the world within the radiator, refrigeration and ventilation segments. We meet their complex air-moving requirements by designing and creating tailor made axial fan products covering a huge number of product configurations and service.

* Relationship building with Gas Turbine Manufacturers, Consultants, EPC’s & Customers
* Handling customers along with Presales, Inside Sales, Pre-Qualifications(PQ), Request for Information (RFI), Request for Quotations (RFQ), Request for Proposals (RFP), Datasheets, Sub-vendor quotation evaluation, negotiation with vendors/ suppliers, responding to Technical queries (TQ), Project & Bought out scheduling, Internal coordination with Process Engineering, Mechanical Engineering, Electrical & Instrumentation Team, Erection & Construction team etc
* Striving for customer satisfaction & to get repeat orders
* Striving for standardization of the design for faster Designing & execution of the project
* Achieved unique sales of FOAK design (First of its kind) of HRSG with Thermic Fluid Heaters with Inlet Air Chilling of Gas Turbine (IAC) at Raymond’s Ltd., Vapi
* Achieved unique sales of FOAK Design (First of its kind) of Vertical Design HRSG with Inlet Air Chilling of Gas Turbine (IAC) at Deepak Fertilizers & Petrochemicals Ltd., Taloja & Nirma Ltd at Viramgram, Ahmedabad

**L G Electronics India Pvt Ltd** - **June 2009 to May 2010**

**Designation**: Area Sales Manager

LG Electronics has always been surrounded by the company's desire to create a happier, better life. LG Electronics was established in 1958 and has since led the way into the advanced digital era thanks to the technological expertise acquired by manufacturing many home appliances such as radios and TVs. LG Electronics has unveiled many new products, applied new technologies in the form of mobile devices and digital TVs in the 21st century and continues to reinforce its status as a global company.

**Responsibilities**

* Project Sales (lead generation to delivery) of VRF systems, chillers & HVAC systems
* Co-ordination with dealers, clients, consultants, architects, developers, Project Management Consultants , turn key contractors & other related influencing agencies
* Spec in technical details, responding to BOQ, RFI, RFQ’s etc
* Coordinating, Controlling & Execution of project i.e. Installation, Commissioning and Handing over & documentation.
* Individually achieved 12% over the annual sales target
* Techno- Commercial Presentations, negotiations & finalization of projects

**Johnson Controls (I) Pvt Ltd - May 2008 to June 2009**

**Designation**-Senior Sales Engineer, Building Efficiency Division

Johnson Controls is a global diversified technology and industrial leader serving customers in more than 150 countries.Our 170,000 employees create quality products, services and solutions to optimize energy and operational efficiencies of buildings; lead-acid automotive batteries and advanced batteries for hybrid and electric vehicles; and interior systems for automobiles.

**Responsibilities:**

* HVAC Project Sales - YORK Chillers & cross selling of BMS systems
* Selection of chillers, AHU & FCU’s as per the heat load & Specified Standards
* Directly interacting with the customers, consultants, architects, contractors etc
* Understanding the requirement and offering a solution and positioning suitable products
* Market Scanning & surveying in the target market
* Interaction & influencing the decision makers - consultants, architects, contractors, PMC etc
* Techno Commercial presentations & negotiations
* Relationship building and close interaction with key customers and consultants

**Thermax Ltd- Cooling Division -June 2006 to May 2008**

**Designation:** Senior Executive – Marketing and Business Development

**Responsibilities:**

* Marketing & Sales activities - market research, feasibility analysis based on ground research, Presales & inside sales
* Promotional activities & event management across India in HVAC Industry
* Meeting customers for understanding their requirements and presenting appropriate solutions
* Having techno-commercial discussions with customers & consultants
* Understanding application and possibilities of replication in other areas/ industries
* Managing customer relationships with existing and new customers in the region / market segment.