



MOHIT SHAH

Assistant Manager

11 Years 4 Months
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Key Skills

passenger vehicles

commercial vehicles sales

Area Sales

Territory Sales

OEM Sales

4 wheeler sales

3 wheeler sales

Retail Sales

Channel Sales

2 wheeler Sales

Used Vehicle Sales

Automobile

B2C Sales

B2B Sales

Electric Vehicle



Technical Skills

Microsoft Office

PPTP

SAP DMS

DMS

Excel



About Me

A result oriented professional nearly 11+year Exp. role in Automobile Industry Dealer Management, Channel management, Business Expansion,P&L management, Product promotion, Trend analysis, Channel sales, Market research, retail & Dealer operations.



Profile Summary

Experience in conducting market research activities, analyzing & reviewing market response/ requirements and communicating the same to the client sales and servicing teams Hands on experience in implementing sales & marketing strategies, contributing towards enhancing business volumes & growth and achieving profitability norms Demonstrated expertise in development & implementation of promotion plans and handling communication for brands including all above and below the line activities Proficient at maintaining cordial relationship with customers and ensuring quality & service norms to achieve customer satisfaction & business retention An effective communicator with excellent analytical, problem solving and interpersonal skills.



Education

2016, Full Time

MBA/PGDM, Marketing

Welinkar Institute of Management Development and Research (WIMDR) , 55%

2008, Full Time

B.Com, Commerce

Jiwaji University , 64%

2005

12th, Madhya Pradesh, Hindi, 75-79.9%

2003



Certification

- Mahindra Rise Award 2017
- ICICI Lombard Vishwa's award 2015
- Customer Relationship Award 2012
- ISO 13485:2016 - Quality Management Systems (Valid upto April 2025)



Personal Information

Date of Birth	25th November 1986
Gender	Male
Address	New Delhi
City	New Delhi
Country	INDIA
Marital Status	Married



Other Interests

Cricket, Books, Traveling.

10th, Madhya Pradesh, Hindi, 55-59.9%



Work Experience

2022 - Present

Assistant Manager

AMO Electric

Key Result Area

Achieve sales targets through channel partners in the assigned region. Achieve volumes and targeted market share in the assigned region. Manage business by monitoring each dealership in terms of viability and profitability. Continuously work on identifying new opportunities. Search for prospective dealers for required area coverage. . Initiate marketing programs/ BTL activities from time to time in the assigned region and monitor customer service to achieve sales objectives and customer satisfaction. Update market developments periodically to facilitate proactive steps to combat competition. Manage funds flow to the dealerships by way of coordinating with the Financiers for trade advances or Inventory Funding. Tie-ups with Various Financiers which ensures smooth operation. Timely Training to Dealers and dealer staff on the Sales process, Product & CRM related activities. Reporting on Dealer performance, market Shares, Market information, sales forecast, Competitor performance, RTO analysis, Application matrix, Financier matrix, and Team Productivity. Network Development as per the Business demand. Developed & monitored dealer health through Dealer Risk Analysis & Dealer Profitability Analysis. responsible to regularly gather customer feedback and provide inputs to management for better customer satisfactions. Respond to customer complaints and ensure highest level of customer satisfaction. Traveling to potential and existing customers within an assigned sales area to present company offerings and build brand awareness. Developing and sustaining long-term relationships with customers. Identifying & networking with financially strong / reliable channel partners resulting in deeper market penetration and improved market share. Monitored dealer operations & operational activities; implemented strategies to maximize dealer sales & collections and achieved a desired increase in dealer business & involvement. Submitted accurate and timely forecasts that were aligned with dealer retention by using Data Analytics. Product Positioning against competition-Application & Pricing. company offerings and build brand awareness

2017 - 2022

Area Sales Manager

Mahindra First Choice Wheels Ltd.

Key Result Area

Highlights: - Implemented Sales & Service processes through Dealer Induction Training Program. Led Portfolio management of developing Product & Sales Training Modules on Moodle based LMS. Provided training to manpower at dealership. Sales activities for the Trade Channel for the assigned Territory. Executed Incentive Management for achieving a consistent increase in dealer manpower satisfaction. responsible for increasing the market share by identifying new business(Car,Lcv) / market opportunity and by increasing market visibility. Responsible for increasing the market share by exchange Vehicle Business as well. Monitored dealer operations & operational activities; implemented strategies to maximize dealer sales & collections and achieved a desired increase in dealer business & involvement. Submitted accurate and timely forecasts that were aligned with dealer retention by using Data Analytics. responsible for achieving the monthly / yearly sales target

through the existing dealer network in the trade channel. responsible to increase the productivity of all the dealers by managing their ROI. responsible for continuously gathering competitor information for updating the Market Intelligence System (MIS) to support the internal DSS. Collaborated & Coordinated with dealers for developing secondary sales & service network to enhance the market share of the organization & rendering seamless support to the customers. responsible to provide the inputs on the inventory of the product line at all the dealers to the Zonal Manager on monthly basis for effective sales planning. Developed & monitored dealer health through Dealer Risk Analysis & Dealer Profitability Analysis. responsible to regularly gather customer feedback and provide inputs to Management for better customer satisfactions Take care Online/Offline Pre-Owned Vehicles Auctions as Well.

2015 - 2017

Area Sales Manager -(Used Car Patner solution).

Cardekho.com

Key Result Area

Role: Reporting to RM and Zonal Manager Responsible for Dealership& Company Revenue& per month car sales number as per manufacture . Preparing monthly sales review reports Creating new Car & Used car Sales& Service related relationship dealers. Overseeing 30 Automobile Car Dealerships Mumbai & Nagpur . Given to Product &Process Related Training Dealership Owner & Sales Staff. Resolving customer queries related to New Car&Used Car and complaints related to channel.

2013 - 2015

Territory Sales Manager

ICICI Lombard

Key Result Area

Take care of Motor insurance New car dealer ti-up management.

2011 - 2013

Sales Officer

Hyundai Motor India

Key Result Area

I Take Care New Car Sales direct company Outlet Hyundai Mumbai Location.



Projects

426 Days

FAIP Pre-owned car program .

Responsible for Better Resulting in deeper Market Penetration and improve New Car Market Share Mahindra. Responsible for providing training to the Dealer Principal & Dealer sales staff Assured Manager on various Sales & Marketing aspects. Responsible for providing inputs and guidelines on techno-commercial analysis of new & preowned cars Business. Responsible for Preowned Cars Refurbishment and Online Auction Management assigned Ford New Car Dealerships. Product Positioning against competition-Application & Pricing. Network Development as per the Business demand. Building & maintaining healthy Business Relations with Ford Dealer Principal and ensuring high clients satisfaction matrices by achieving

delivery & service quality norms.