



Paresh Viradiya

Sales and Marketing Profession

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WORK EXPERIENCE

10 +Years

AGE

34

ABOUT ME

Rich Experience in the area of sales & Distribution for Paints, Tiles, Building Material, and Consumer Electronics (Consumer Durable) Business for 10+ years,

Specialties:

Channel Sales, Project Sales, Retail Sales, Distribution Management, Business Planning, Implements Trade Scheme, Business Forecasting, Competition Analysis and Negotiation etc.



Education

Masters of Business Administration [MBA]

M.H. Gardi School of Management
Gujarat Technological University
Rajkot, Gujarat

Graduated; July 2011

Marks 72%

Class 1

Bachelor of Business Administration [BBA]

H.N. Shukla College of Commerce.
Saurashtra University
Rajkot, Gujarat

Graduated, July 2009

Marks 64%

Class 2

10+2

Sardar Patel Vidhyalay
GSHEB
Rajkot, Gujarat

Graduated; July 2005

Marks 53%

Class 3



Career Highlights

Awards (Bajaj Electricals Ltd):

- Winner of **TOC** Champ Contest West Region Unit (Saurashtra) Period: 1.07.14 – 30.09.14.

Awards (Akzonobel India Ltd): [Dulux Paints]

- Winner of DSS Dhamaka Contest West Region Unit (Rajkot) Period: 1.04.14 – 30.06.14.



Skills

- I strongly believe in myself.
- Fast adaptability with new things with little direction
- Interpersonal skill.
- Analytical skill.
- Strong Communication Skill.



Work Experience

Sales Manager - September 2020 - Present

Omniscient International.

Rajkot, Gujarat

- Handling Business Development for industrial products for region.
- Acquiring clients by penetrating new markets, working with channel partners & Creating awareness about products, among industrial and Commercial users through business meet.
- Building and Maintaining Relationship with Existing & New Customers.
- Representing & Explaining Company's Products & Service to Concern Party.
- Responsible for Primary Sales. Complaints Solve, & Participating in exhibitions/Trade fairs.
- Participating in Strategic meets and discussing the sales Plan going forward.

Area Manager - April 2020 – August 2020

Greenply Industries Ltd.

Rajkot, Gujarat

- Responsible for open a new Dealers or Distributors in vacant area,
- Building and Maintaining Relationship with Dealers, Distributors, Builders, Architects and Contractors.
- Representing & Explaining Company's Brand and scheme to Dealers, Distributors, & Contractors.
- Responsible for Primary Sales.

Sr, Sales Executive - August 2018 – April 2020

AGL Powergrace Industries Ltd.

Rajkot, Gujarat

- Responsible for open a new Dealers or Distributors in vacant area,
- Building and Maintaining Relationship with Dealers, Distributors, Builders, Architects and Contractors.
- Representing & Explaining Company's Brand and scheme to Dealers, Distributors, & Contractors.
- Responsible for Primary Sales.
- Conduct contractor, Architects & Builders meet for Products Awareness.
- Generating Sales Lead By Cold Calling and with references of Contractors,
- Solving Dealers or Contractors Queries & Issues, and providing all relevant information to Dealer Network, such as on schemes, influencer activities, Dealer Accounts, etc. for proper Business Conduct.

Sr, Sales Executive - June 2017 – July 2018

Kajaria Ceramics Ltd

Rajkot, Gujarat

- Build and Maintain Relationship with Convenient Dealers, Builders, Architects and Contractors.
- Represent & Explain Company's Brand and scheme to Dealers,
- Conduct contractor, Architects, Builders meet or conduct mass meeting,
- Generate Sales Lead, By Cold Calling and with references of Contractors,
- Solved Dealers or Contractors Queries and Issues and provide all relevant information to Dealer Network such as on schemes, influencer activities, Dealer Accounts, etc. for proper Business Conduct.
- Service delivery and ensure overall customer satisfaction through interaction with consumers to understand gaps In service and resolve issues and complaints if any within benchmark timelines.

Territory Sales Officer – March-2014 – July-2017

Bajaj Electricals Ltd,

Saurashtra Area, Gujarat

- Build and Maintain Relationship with Convenient Dealers and Distributors within a specific Territory,
- Representing & Explaining Company's Brand and scheme to Dealers, Distributors and Retailers,
- Manage a Primary Sales as well as Secondary sales ,
- Responsible for open new Dealers or Distributors in vacant area,

- Responsible for a Team of 2 off Role Executives and 2 DSO,
- Business Forecasting through Available market potential,

Sales Officer – July 2011- February 2014

Akzonobel India Ltd,
Rajkot / Bhavnagar, Gujarat

- Representing & Explaining Company's Brand and scheme to Dealers,
- Conduct contractor, Architects, Builders meet or conduct mass meeting,
- Generating Sales Lead By Cold Calling and with references of Contractors,
- Solving Dealers or Contractors Queries and Issues and proving all relevant information to Dealer Network such as on schemes, influencer activities, Dealer Accounts, etc. for proper Business Conduct.



Computer Proficiency

- MS Office
- Internet



Languages

- Hindi
- English
- Gujarati



Personal Interests

- Traveling
- Music
- Sport
- To Build a new relation with People,



Personal Details

Father's Name:	Mr. Sureshbhai G Viradiya	Marital Status:	Married
My Birth Date:	April 29, 1988	Nationality:	Indian
Gender:	Male		
Address:	"Krushnashray", A- Radhikapark Society, Block No: - 56, Nr.Bapasitaram Chowk, Mavdi Main Road, Rajkot-360004. Gujarat.		

Declaration

I, Paresh Viradiya, hereby declare that the information contained herein is true and correct to the best of my knowledge and belief.

Paresh Viradiya

Rajkot, Gujarat

Date: