**CANDIDATE**

Muzaffer İNCEGÜL

**PERSONAL DETAILS**

**LOCATION**

Turkey

**QUALIFICATIONS**

• 2004 – 2009:State University of New York at Binghamton, Bachelor of Science Degree at Political Science

• 2004 – 2009: Middle East Technical University, Faculty of Economics and Administrative Sciences, Global

Politics and International Affairs

**CAREER SUMMARY**

**Vehicle Repair & Maintenance Country Sales Manager TR**

**(Jan 2021 – Present Day)**

**Details :**

• To manage Sales operations through Distributor & OES and Glass fitter Channels for Automotive Independent

Aftermarket with 9 Area Sales Engineers (Direct Report) & 1 Technical Application Engineer (Indirect Report) & 1

Marketing Product Manager (Indirect Report)

• To define Team & individual Sales and Profitability Targets on Quarterly and annual basis and implement

strategies for the team to achieve mentioned goals; additionally setting up ambition targets (personal trainings, e

learnings, project development, personal skills) in order to maximize the individual contribution of the sales person

and to provide self-motivation for successfully handling any possible obstacle ahead his/her career.

• To develop team’s individual performance and its development process to upskill the team individual, encourage to

self-improve in terms of customer relations, target settings, sales excellence, usage of technology and value selling

perspective.

• As member of VRM EEIMEA Leadership Team, to contribute to the region’s strategic development by defining

necessary measures that increases Henkel’s market share and reputation in Automotive Independent Aftermarket

• To collaborate with marketing for organizing quarterly / half yearly / seasonal campaigns based on the market

segments and requirements.

• To upskill both sales team and customers by online & hands on trainings to adapt the newest market and sector

trends.

• To set up operational plans for each channel to have the best sales and sales project pipeline that secures sales &

profit targets.

• To Participate in joint partner activities for enhancing customer commitment and loyalty such as partner meetings,

sector trade shows, sponsorship activities, plant visits, etc.

• Monitoring net profit, receivables, financial balance by getting necessary support from finance and controlling

departments; avoiding any incompliant and outlaw activity by regularly consulting with the legal department.

For further information please contact Jan Johnston on 01695 570 696 or email janj@johnston-vere.co.uk