

Objective

- ❖ Desire to join a fast paced growing firm that offers a constructive workplace to develop brand strategies, initiate strategic alliances, promote new products, and interact with new clients in order to develop sustained business for the organization.

Core Competencies

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|------------------------------------|----------------------------|-----------------------|
| ❖ Product & Service Sales | ❖ Lead Qualification | ❖ Cold Calling |
| ❖ Account Acquisition & Retention | & Generation | ❖ Sales & Negotiation |
| ❖ Customer relationship Management | ❖ Stocking & Replenishing | ❖ Risk Analysis |
| | ❖ Point of Sales Knowledge | ❖ Enquiry Review |
| | ❖ Distribution Management | |
| | ❖ Problem Solving Skills | |

Work Experience

- A. GQG Consultancy Services, Mumbai, India Sept 2009 to till date (11 years)
GQG is a consultancy firm which provides glass factory setup consultancy, trains the man power and provides suitable man power to the glass industries based on their clients requirements.

I was appointed as sales and marketing professional for the following clients:-

Obeikan Glass Company (Current posting)

Sales representative for US Geography Sept 2019- Till date

- ❖ Identified and appointed dealer for deeper market penetration and reach in depth market share.
- ❖ Analyzed and compared sales plans with the last year base and implement appropriate sales activities to achieve targeted sales.
- ❖ Tracked the sales activities of products thereby achieving increased sales growth/ maximized volume and value growth in depth.
- ❖ Ensured the seeding of new product in right Channel.
- ❖ Ensured the SKU range availability at key outlets
- ❖ Ensured profitability of dealers, in alignment with organization's policies and interest
- ❖ Prepared a territory monitoring report every month including competitor's activities.
- ❖ Conducted the retail audit to assess market potential, estimation of sale of competitors with a view to adopt suitable strategies for sale.

Accomplishments

- ❖ Setup done for an enquiry review and risk analysis system for each customer orders.
- ❖ Improved sales by 28%.
- ❖ Cleared outstanding.

Client- Obeikan Glass Company, Saudi Arabia

Business Development Manager India

Nov 2016- Aug 2019

- ❖ Provided quotes and proposals by working closely with customers.
- ❖ Processed and expedited orders by following up with vendors and manufacturers to provide shipping information to Pan India and Singapore based customers.
- ❖ Built relationships with buyers and utilized superior product knowledge to provide superior customer service and increase sales.
- ❖ Ordered, compiled and shipped literature and samples to existing and potential buyers.
- ❖ Provided administrative support to the back office on a daily basis.
- ❖ Arranged travel for the executives and booked trade shows. Also responsible for shipment of samples and materials needed at shows. Monitored booth setup as well.
- ❖ Prepared sales presentations to present to the buyers.

Accomplishments

- ❖ Setup done for an enquiry review and risk analysis system for each customer orders.
- ❖ Improved sales by 47%.
- ❖ Made a data base of approx 2000 customers in India and Abroad.
- ❖ System Setup done for customer feedback collections, analysis, and making improvements plans to improve customer satisfaction level.

Client: - Fletcher Aluminium, Auckland, New Zealand

Fletcher Aluminium designs develop and manufacture premium aluminium extrusions for an extensive range of industries.

Process Co-ordinator

Sept 2014 - Sept 2016

- ❖ Coordinated activities, resources, equipment and information, including leads, billing, orders, contracts to achieve organizational goal
- ❖ Communicated effectively with customer's product requests and enhancements internally.
- ❖ Provided project tracking for assigned customers. Ensured that all project activities are in line.
- ❖ Maintained relations with divisional functional groups and supported all area operating points with competent support.
- ❖ Worked closely with channel partners to ensure a common direction and to build a strong technical synergy.
- ❖ Guided and supported the packaging team to pack and ship according to the customer's requirement.

Accomplishments

- ❖ Setup done for an enquiry review and risk analysis system for each customer orders.
- ❖ System Setup done for customer feedback collections, analysis, and making improvements plans to improve customer satisfaction level.

Client: - Intermac India, Bangalore, India

Intermac is part of the Biesse Manufacturing Group, an Italian based manufacturer that specialises in production and distribution of high end CNC machinery and systems for stonework, and glass processing

Sr. Sales Manager

Feb 2013 – Sep 2014

- ❖ Built and maintained strong relationships with business clients and identified opportunities to increase service offerings within the arena of glass and stone processing machinery.
- ❖ Led new business development, implemented effective strategies to gain further clients.
- ❖ Facilitated business and sales presentations, demonstrated a comprehensive knowledge of product range.
- ❖ Advised clients on installing and updating existing technical configurations, and define the performance standards and quality measurements for the technical set up.
- ❖ Utilized direct marketing techniques such as cold calling, prospecting, telemarketing and networking.
- ❖ Evaluated market conditions within assigned area, and designed promotional campaigns to appeal to various market sectors.

Accomplishments

- ❖ Setup done for an enquiry review and risk analysis system for each customer orders.
- ❖ Made a data base of approx 450 customers in India and Abroad.
- ❖ System Setup done for customer feedback collections, analysis, and making improvements plans to improve customer satisfaction level.

Client: - Bystronic Asia Pte Ltd, Mumbai, India

Bystronic produces and distributes glass and metal sheet CNC machinery. They have headquarters in Switzerland with two additional development and manufacturing locations in Germany and China.

Sales & Marketing Manager

Nov 2011- Nov 2012

- ❖ Demonstrated knowledge of product and technology roadmaps to deliver recommendations to clients in glass and metal processing industry.
- ❖ Developed strong commercial relationships and networks with new and existing customers.
- ❖ Managed key accounts and generated new business.
- ❖ Negotiated directly with clients in regards to price, service level agreements and contract terms.
- ❖ Analyzed sales figures and developed new sales initiatives to gain further clients.

- ❖ Supported the customers in solving pre and post sales process issues.
- ❖ Provided pre-sales technical support to customers.

Accomplishments

- ❖ Setup done for an enquiry review and risk analysis system for each customer orders.
- ❖ Made a data base of approx 350 customers in India and Abroad.
- ❖ System Setup done for customer feedback collections, analysis, and making improvements plans to improve customer satisfaction level.

Client: - Annex Glass Industries Pvt Ltd, Mumbai, India

Annex Glass provides superior glass products and services, and is set to be recognised as the first LEED-certified glass-processing factory in India.

Area Sales Manager

Sep 2009 – Nov 2011

- ❖ Generated repeat and referral business from construction segment stake holders like residential, commercial and industrial projects through providing quality-based technical facade glass specifications to meet individual requirements, surpassing the requirements of clients, reducing turnaround time for orders.
- ❖ Assisted premium members increase revenue, gain market share and maximized profit potential.
- ❖ Developed efficient, creative sales and marketing strategies within assigned territory and set targets.
- ❖ Collected customer and market feedback and reported the same to the organization.
- ❖ Monitored sales team performance, analyzed sales data, periodical forecasting and reported to zonal heads.

Accomplishments

- ❖ Setup done for an enquiry review and risk analysis system for each customer orders.
- ❖ Improved sales from in terms of 22% every year.
- ❖ Reduced outstanding by 46%.

B. Work Experience (Continued)

Asahi India Glass, Mumbai, India

AIS Glass is among the largest glass manufacturing companies in India and services the architectural, solar and automotive glass industries.

Sales Executive

Aug 2006 -Aug 2009

- ❖ Generated business from stake holders like residential, commercial and industrial projects.
- ❖ Effectively communicated technical details about glass and glass products.
- ❖ Worked with major types of contract documents required to govern a project.
- ❖ Estimated jobs by understanding AUTOCAD drawings and ordered material accordingly.
- ❖ Managed and planned projects, scheduled jobs and directed lower level personnel.
- ❖ Prepared market surveys, reports on competitors strategies etc.
- ❖ Maintained routine records and prepared reports related to work performed.

Accomplishments

- ❖ Reduced the number of customer complaints and quality claims by 32%.
- ❖ Create new customers from 430 to 670.
- ❖ Reduced outstanding by 63%.

Scholastics

- ❖ Masters in Digital Marketing Online Certification (Digital Vidya), Mumbai (2017)
- ❖ Post Graduate Diploma in Business (Edenz Colleges), Auckland, New Zealand (2015)
- ❖ Bachelor in Engineering (Electronics & Telecommunication), Mumbai, India (2006)

Authorised to work for any country employer