

PRABU
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Marakanam Road
Tindivanam
Pin- 604 002

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Carrier Objective:-

Sales and Marketing Professional with 17 years experience in the industry. Oversee customer service, vendor relations, contract and price negotiation, revenue potential, personnel management, analysis of financial data and information, client relations, and procedures. Background in developing profitable business relationships, working with key accounts to increase revenues, setting achievable sales goals, monitoring retail sales and trends, developing major accounts, and designing programs to increase product knowledge. Demonstrate leadership and team-building skills.

Work Experience:

17 years of experience in Marketing Management

Current Organisation:

Organization	:	Devi Enterprises
Division	:	Pondy
Designation	:	BDM – Business Development Manager
Duration	:	Mar 2021 To Till Date

Previous Organisation:

Organization	:	Ind Tiles Private Limited
Division	:	Chennai
Designation	:	BDM – Business Development Manager
Duration	:	Jan 2020 To Feb 2021

Previous Organisation:

Organization	:	Kag India (P) Ltd
Division	:	Pondy - 09
Designation	:	Branch & Marketing Manager
Duration	:	July 2011 To Dec 2019

Previous Organisation:

Organization	:	Prime Locater
Division	:	Chennai
Designation	:	Manager (Clint Serveces)
Duration	:	Jun 2006 To Jun 2011

Previous Organisation:

Organization	:	Murugan Industrial
Division	:	Chennai
Designation	:	Cnc Operater
Duration	:	Jan2006 To May2006

Previous Organisation:

Organization	:	Max Newyork Life
Division	:	Chennai
Designation	:	Agent Adviser
Duration	:	May 2005 To Dec 2005

Roles and Responsibilities’:-

- Develops market requirements documentations for new products – New product features and key function
- Provides product-positioning training, developed materials for customer service and sales department.
- Analyses opportunities for generation of leads and produces marketing strategies: data sheets, case studies, FAQ, feature or benefit sheets, whitepapers, etc.
- Develops and implements product launches for channels online and offline.
- Manages tradeshow, company-sponsored promotions, and many sales and marketing events..
- Produces competitive analysis and shared insights with senior managers.
- Responsible for coordinating with the existing dealers of the company.
- Taking orders of the Respective product from the dealer.
- Updating dealers about the change in product price and new product launch.
- Solving the problem and queries of existing dealers and customers.
- Searching for new dealers.
- Giving all the details of the company to the upcoming dealers and explaining them policies for the dealership.
- Organizing events at the dealers place to attract more customers.
- Meeting dealers on daily basis and helping them in finding customers.
- Making daily call reports and sending them to the seniors.
- Attending meetings and monthly closing at district office.

Sales and Marketing –Business Development:-

- An Astute & Result Oriented Professional With Nearly 10 Years Of Exhaustive Field Experience In Business Development, Sales & Marketing, Product Promotion, Distribution Management & Team Management.
- Last Designated With KAG INDIA PVT. LTD. PONDY
- Attained Proficiency In Expanding The Business Operations And Sales & Marketing Activities In Jammu/Part Of Himachal Rural Areas.
- Proven Skills In Breaking New Avenues & Driving Revenue Growth And Proactively Conducting Opportunity Analysis By Keeping Abreast Of Market Trends/Competitor Moves To Achieve Market-Share Metrics.
- Skills In Developing Relationships With Key Decision-Makers In Target Organisations For Revenue.
- Flexible Attitude To Cope Up With The Changing Situations And Emerging With Enhanced Performance.
- Trained In Various Leadership, Sales Management And Financial Planning Module
- Excellent Interpersonal, Analytical And Negotiation Skills.

Sales

- Handle Presentations, Product demos and interaction with all key people and convince them implicitly, closing the case keeping all the major aspects in front and increased sales growth.

Channel Management & Distribution

- Planning & Developing and appointing new business partners to expand product reach in the market and working in close interaction with the dealers and distributors to assist them to promote the product.

Client Relationship Management

- Managing customer centric operations and ensuring customer satisfaction by achieving delivery and service quality norms.
- Identifying improvement areas & implementing measures to maximise customer satisfaction levels.

Personal Strengths

- Leadership skills,
- Smart working
- Team Management.

Personal Details

Fathers Name	:	A.Prabu
Date Of Birth	:	14-10-1983
Nationality	:	Indian
Marital Status	:	Married
Languages'	:	Tamil & English
Religion	:	Yadhav

Declaration

I Authorize The Processing Of My Information And The Details Presented Here Are True To The Best Of My Knowledge.

Place; Tindivanam

Date ;

(A.Prabu)