

MURALI R

159, 17th Cross West, Shanmuga Nagar, UKT Malai, Trichy – 620 102.

Contact: 9087621288,

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OBJECTIVE

Seeking an Opportunity to make a strong contribution to an organization and its goals with continual improvement and there by developing my existing skills.

SUMMARY

- A **Sales professional** with around 10 **years** of experience in Sales & Marketing.
- Adopt at Sales Planning & Execution, Developing Market Strategies, competitor analysis & delivering marketing programs.
- An effective communicator with excellent relationship building & interpersonal skills, problem solving organizational abilities, posses a flexible & detail oriented attitude.

WORK EXPERIENCE

- ✍ Worked as **Executive – Sales** in H. & R. (Johnson India) Ltd, Trichy.
(A division of Prism cements Ltd) Since September 2011 to September 2013.
- ✍ Worked as **Territory Manager – Sales & Marketing** in Somany Ceramics Limited, Trichy. Since September 2013 to March 2015.
- ✍ Working as **Sr. Area Sales Manager – Sales & Marketing** in Exxaro Tiles Limited ,Trichy. Since April 2015.

Competencies

- ✍ Identify the market and analysis market potential and ensure the sales of the product.
- ✍ Strengthen the distribution channel of Johnson by appointing new dealers and promoting existing Dealers & Sub-dealers up the value chain
- ✍ Develop Marketing strategies to build consumer (Builders & Architect) preference and drive volume through sales.
- ✍ Identify and develop new streams for long-term revenue growth and maintaining relationships with existing Trade Partners to achieve repeat/ referral business.
- ✍ Build brand focus in conjunction with operational requirement and ensure maximum brand visibility, capture optimum market share and build consumer preference.

- ✍ Handled product promotion events. Arranged for stalls in exhibition and have also promoted the products aggressively through constant presentation skill.
- ✍ Identifying project and ensuring repeated sales from the particular concern.

KEY ACHIEVEMENTS

- ✍ At H&R Johnson, I had achieved ever highest sale of 26,326 Sq.m sales in my division Endura and awarded from M.D for ALL INDIA SALES TOPPER.
- ✍ At H&R Johnson, I had achieved ever highest sale of 20,139.688 Sq.m sales in my division Endura with the value of above ONE CRORE.
- ✍ Appointed and increased main dealers volume in the span of 2 years.
- ✍ Increased the sub dealers network of 90 to 120 no's in the span of 2 years and awarded for the contribution of 100 Crores Sales Turn Over.
- ✍ At Somany, I had increased the average sales of my division from 10,000 sq.m to 23,000 sq.m in the span of 1.6 years.
- ✍ Appointed new dealers to increase the volume in the span of 1.6 years.
- ✍ Achieved highest sales of 50,000 sq.m in Vitrified Division.
- ✍ At Exxaro Tiles, I had identified and appointed main dealers in Trichy, Tanjore, Kumbakonam, Pudukottai, Manalmelgudi & Karaikal for Value Added Products (800x800 & 1200x800 Double Charge).
- ✍ Good market mapping and proper identification of dealers helps to penetrate the Value Added Products for good volume in various sizes & divisions (GVT, DC, WALL, PARKING).
- ✍ In my Head Quarters, most of the Value Added & New product ranges are well displayed through dealer to get good volume for TEAM also.
- ✍ I had supplied to several prestigious projects in Trichy and surrounding markets like Sarathas, Maharaja Readymades, Lucky Hyper Mall, Excell Builders, Seematti Silks, Vignesh Flats Housing Promoters, Vignesh School, Ample Property Developers, SK Builders, Seven Hills Constructions etc.,

EDUCATIONAL QUALIFICATION

D.E.C.E., (Electronics & Communication) – (2001 – 04) – 72% I class

Srinivasa Polytechnic College, Pudukottai.

TECHNICAL EXPERTISE

- SAP-Sales & Distribution Management
- CRM
- MS Office
- C++
- VB 6.0
- AUTO CAD 2004

PERSONAL INFORMATION

Father's Name : Mr.A.Ramachandran

Date of Birth : 02.05.1985

Sex : Male

Nationality : Indian

Religion : Hindu

Marital Status : Married

Languages Known : Tamil [Read, Speak, Write]
English [Read, Speak, Write]

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I here by declare that the above provided information is true to the best of my knowledge.

Place:

Date:

(MURALI R)