

# CURRICULUM VITAE



## **SRINIVAS PENTAPATI**

B.Sc., M.A., Bachelor of Law

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### Professional Objective

To obtain a position rooted in providing top quality customer service and where my marketing and organizational skills will maximize company growth and profitability.

### **Career Summary**

23+ years Experience in Branch Administration, Show room Maintenance, AMC, Accounts receivable, Sales .

### **Experience**

At Present working with SOUTHERN AGENCIES (Godrej Distributer) as BRANCH MANGER at Rajamahendravaram Branch. Since December 2018.

From November 1997 to October 2018 worked as Branch Manager in PODDAR TYRES LTD as BRANCH MANAGER at Rajahmajendravararam. This is second largest with the turnover of Rs 5 Billion in manufacturing two wheeler tires, tubes (Bedrock) Auto tubes and spare parts.

### **Job Profile**

Overseeing of whole Branch Administration and coordinating with internal department managers and staff.

- ✓ Timely submission of Monthly/weekly/daily MIS reports to Head Office – Report on Sales, Collections, cash and bank position, Inventory position, staff performance, Variance Reports, Projected Sales and Cash Flow.
- ✓ Designing and implementing market strategies for new products through various channels
- ✓ sales information and recommendations to Achieves marketing and sales operational objectives, by contributing marketing and strategic plans and reviews, preparing and completing action plans and implementing production productivity, quality and customer service standards, resolving problems, completing audits' identifying trends determining system improvements, implementing changes.
- ✓ Marketing opportunities by identifying consumer requirements, defining market, Competitor's strengths and weaknesses, forecasting projected business, establishing targeted market share

- ✓ **Managing people** – it includes the ability to listen to employee feedback and recognize employee strengths and weaknesses
- ✓ **Sales technique** – technical sales strategies for building rapport, identifying customer needs, and closing deals are
- ✓ **Product expertise** – The technical features and benefits of each product they sell
- ✓ **Negotiation skills** – selling high-ticket items involves some price haggling; deals favorable to both parties
- ✓ **Communication skills** – good communication keeps all employees which keeps customers happy and the sales floor looking good
- ✓ **Leadership skills** – Maintain harmony among their team and get the best performance out of each member
- ✓ Monitoring of stock movement on daily basis and conducting of physical inventory audits to verify accuracy of records fixing of specific targets to sales team on individual basis to accomplish the Corporate Goals.
- ✓ Staff Recruitment, induction programs, Training, and updating corporate price/scheme policies and procedures to Sales field staff, coordinating with other departments,(H.O) Branch Administration
- ✓ Preparing an annual sales budget, scheduling expenditures, analyzing variances and initiating corrective actions to achieve the financial sales objectives
- ✓ Ability to communicate and coordinate with Dealers, Distributors, Corporate clients, advertisers, artists, and media
- ✓ Protection of organization values by keeping information confidential

#### **Awards:**

- ❖ Best Profit Center Award
- ❖ Best Intelligence report Award
- ❖ Highest Sales Incentives

#### **Achievements**

- > Controlled Client Credit period from 90 days to 30 days
- > Successful Implementation of collections through Electronic Transfers from Dealers
- > RTGS, NEFTS etc., to reduce Cash Transaction
  - Sales Turn over in 3years Average Increased from 10 Millions Pa to 45 Millions Pa
  - Collection percentage increased from 45% to 85%.p.m.avg.,

#### **Professional Profile**

**Academic Qualification** : **BSc., MA from Andhra University, India**

Professional Qualification : Bachelor of Law from Andhra University

Technical Knowledge : MS .Office, ERP & Tally

### **Strengths**

- ☐ Hard working and Result oriented
- ☐ Ability to work individually as well as with team
- ☐ Self starter with proven ability to manage multiple assignments and multiple resources efficiently, meeting tight delivery schedules under extremely challenging situations.
- ☐ Presentations and Participating and Conducting Exhibitions for New Products Launching

### **Personal Profiles**

Date of Birth : 25-07-1967  
Marital Status : Married  
Father's Name : P. Suryanarayana  
Address: (In India) : 5-336/1A, Netaji Nagar (3rd Lane)  
Gurukulam Road, Rajahmundry-533101.  
Andhra Pradesh, India  
Nationality : Indian  
Passport : J 9212395

I hereby declare that the above furnished particulars are true and correct to the best of my knowledge and belief.

Place: Rajahmundry.

Date :23<sup>rd</sup> January 2013.

**SRINIVAS.P**