From

Rakesh Dulhani

[rakeshdulhani@rediffmail.com](mailto:rakeshdulhani@rediffmail.com)

Dear Sir

A thorough Marketer, Sales & Business Development pro are the nuances used to describe me. Presently associated as Manager Sales (Business Development) Sales.

My skill lies in leading Market expansion activities,B2B and B2C, Dealer & Distributor expansion, explore new markets and bagging it, developing them and maintain the key accounts to enhance revenues, Channel development and management, grooming teams and surpassing targets with a focus on revenue generation thru planning and exection.

In my current role I am tasked a new initiatibe for entering key markets. I developed a new initiative to bring together the Distributors and Wholesalers at one program of sale with an advantage , that encouraged to push bulk sales.

With more than 25 years’ experience in B2Bnd B2C sales, I have developed a strong repertoire of successful sales techniques, but I understand the need to remain adaptable in today’s rapidly changing economy. I am strongly committed to expanding my skills and delivering consistantly reliable – and remarkable – results.

Thank you for your time and consideration. Growth is essential to my continued success.

Sincerely,

Rakesh Dulhani

RESUME

**RAKESH DULHANI - 2018/kh/20, S3, Prabhawati Appartments, Rajarampuri 4th Lane. Kolhapur 416008**

**Mobile – 9 8 5 0 6 4 0 1 5 1**

**rakeshdulhani@rediffmail.com**

**Objective**

Seeking a responsible Area Sales work for this region.

# SALES –Sales, Business Development, Team, Market Share, Key Accounts, Accountability, Revenue Generation

Revenue Generation. With a vision- ability to build New Business Acquisitions, Key Accounts relationships, Sustainablilty, go to market & Distribution strategy and new territories, with working experience in Maharashtra, Karnataka and Goa states.

# Experience of 25 plus years in developing business opportunities, Driving, Tracking, Monitoring and reporting Primary and Secondary Sale within Distributor, Dealer thru new and establishing a significant market share.

# Team man and Excellent Communication Persuasive skillS, Ability to build and energise team with a clear vision of the business, Focus on Daily/Weekly Sale fig.

# Execute a Long term strategy into effective quarterly and annual plans thru sales funnel.

# Develop and Implement strategy for the Key Accounts, Support to Existing Channel Partners, businesses that require growth strategy, End to End Responsibilty for Driving Sales and Performance.

# Conversant with MS OFFICE, Email, and Accounting Package etc.

Ready to work in Maharashtra, Karanataka and Goa.

Professional Experience.

Green Surfer Pvt Ltd. - as Teritory Manager Sales - Rest of Maharashtra - Kolhapur -since August 2019

Looking after Rest of Maharashtra & Goa, & North Karnataka with operations from Bhopal reporting to MD.

Dealing in Led Lighting range for Commercial and Residential and Industrial thru Dealer & Distributor network.

BUSINESS New Customer Acquistion, Distributors & Dealers development to grow horizontally & vertically with B2B,B2C, Plan & Implement Sales Strategies to grow & maintain key Accounts to look forward for sustainability and Growth.

Team Man –Works along with the team, Inter Department Co-ordination, Analysis & Problem Solviing -with focus on timely execution.

Set Monthly, Quarterly and Annual Business plan of Primary & Secondary for the territory.

Ensure highest & continues improving levels of Customer Satisfication

Agenda – Communication, Determination, Vision, Passion & Purpose.

Was a dedicated Business Enterprenuer (from Nov2011 to July2019) in a Partnership firm , Amar Enterprises. Kolhapur, dealing in Wholesale readymade garments Sales since Nov 2011.

Profile was to built new customer acquisition and improve relations with old customers that generated consistant monthly growth atleast 20% improving Sales funnel from awareness to conversions.

Developed database of Good leads through referrals , cold calling, direct mail, self approach, communication, Exceeding network to achived monthly, quarterly and Annual set targets, managing Customer base upto 350 plus valued customers and walkin’s additional.

Projected monthly volume, Penetration and business verses spendings, Got regular Business thru Sales people from the assigned territory with a target of 3.5 Cr. With achievement of 2.75 Cr plus, as Collecion was the important aspect to improve business smoothly.

Working territory was Kolhapur, Goa and other 8 districts

**Metlife Insurance Co. Ltd. (**From Feb 2008 to October 2011)

**Worked As Branch Manager with Metlife Insurance Co. Ltd. Based at Solapur.**

Job Responsibiliy

# Develop & implement recruitment , retention, training & sales stratigies within the branch to help to achieve branch targets with Team of 16 Sales Mangers.

# Establish and maintain sales quality, ethical sales practices, ensure customer satisfication.

**Bajaj Alliance Life Insuranc Co Ltd.** (from Sept 2005 to Jan 2008)

**Designation : Senior Sales Manager - Kolhapur. -** Job Responsibility :

# Identify and Recruit Prospective Advisors.

**Key Achievements**

Achieved an annual premium collection of Rs 78 Lacs with 1 MDRT during 2006-2007

Achieved an annual premium collection of Rs 76 Lacs during 2007-2008.

Promoted as Senior Sales Manger in Dec 2006, Always in top 10 with a Team size of 42 Advisors.

**Dunagiri Teas Pvt Ltd. as Area Manger. Western Marashtra.**

Activities - New Acqusition- Sales Schemens for Distributors and Sales Force, Primary and Seconday Sales management, Collection, Administration services, Product promotion and Sales, Inventory management. Solving – Issues related to Expiry Stocks etc,.

**With Vadilal Milk Products Ltd.**

**As Territory Executive Marketing - based Kolhapur**

Profile - Brand Builing establish target oriented dealer network.

**With McDowell & Co.Ltd**

**As Territory Executive Marketing Liquor Sales -Solapur,Latur,Osmanabad**

Profile- - Super Stockist Sales - Vendor & Instutional sales.

**With Revlon Pen Company Ltd.** (from April 1991 to Dec 2001)

**As Sr. Sales Representative – Kolhapur and Rest of Maharashtra.**

Profile - Appointment of Distributors, for Consumer Stationery Pruducts,

**Education Qualifications :** B.Com. Shivaji University. Kolhapur. 1991 51% Adv. Acct and Auditing.

**Personal Details –** Date of Birth -28th April 1970

Marital Status - Married with 2 Kids.

Language Known - English, Hindi, Marathi, and Sindhi, fluent in Reading & Writing.

**Notice period 15days/1month**

Declaration - I hereby declare that the details furnished above are true to the best of my Knowledge.

**Rakesh Dulhani**