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**RESUME****Objective**

Looking forward for an opportunity in a challenging environment, where I can utilize my experience and skill effectively to the success of the organization and also for the improvement of my personal skills.

**Summary**

- ❖ Possessing Nearly Eight+ Year of work experience in Channel Sales (Distribution Sales) Industry.
- ❖ Goal driven, customer-focused professional demonstrating consistent achievement of sales objectives in highly competitive market.
- ❖ Strong team building skills.
- ❖ Proven ability to influence performance improvement.
- ❖ Able to resolve customer problems quickly.
- ❖ To build goodwill and increase repeat/ referral business. Experience in managing all core functions within a business.

**Work Experience**

Company : **Tally Solutions Pvt Ltd**

Job Profile : Business Manager [Salem]

Period : August'2018 to Till

**Roles & Responsibility**

- Responsible for New TE9 & TSS Secondary & primary targets by 100%.
- Handling 21 Certified Partner with 55 Sales & Service Resource with the Annual Turnover of 4 crore from 5 Districts
- Executing and devising various schemes for the local markets.
- Conducting Customer & GSTP's meet to ensure no complaints in market.
- Motivating the Partners & educating them in new product and new systems.
- Handling the implementation of the company's schemes
- Motivating team members to ensure maximum productivity from their ends.

Company : **GIBSON INNOVATIONS INDIA PVT LTD (PHILIPS AUDIO DIVISION - On Roll)**  
Salem,Vellore,Coimbatore

Job Profile : Sales Officer.  
Period : Jan'2015 to July 2018.

Roles & Responsibility

- Responsible for achieving DVD,HOMETHEATRE,5.1 Speakers,2.1 Speakers, Radio,Headphones-Secondary & primary targets by 100%.
- Executing and devising various schemes for the local markets.
- Conducting Dealers meet to ensure no complaints in market.
- Motivating the Dealers & educating them in new product and new systems.
- Handling the implementation of the company's schemes
- Motivating team members to ensure maximum productivity from their ends.
- Providing trainings to various distributors as well as distributor executives on product, communication skills and behavior.
- Implementing Dealer systems and maintaining the market reports at the distributor's end.
- Collecting the Payment/Over dues on time with effective man power management.
- Business Development, Customer satisfaction and quality assurance.
- Ensure optimum product penetration in the market.
- Ensures ROI on distributors follows laid down norms for closing stocks.
- Ensure a high level of merchandising & visibility.
- Monitor the performance of Dealers & take corrective action.
- Primary & secondary plan.
- Increase width & depth of Distribution.
- Ensure New Product placed in all Dealers.
- To Ensure Product Placement & target Achievement.
- Occupying Dealer Outlet shelf by high level of Product visibility.

Company : **Vodafone cellular limited(On Roll)**  
Thoothukudi& Tiruchendur

Job Profile : Executive-Distribution  
Period : July' 2013 to Sep'2014.

Roles & Responsibility

- Responsible for achieving secondary, primary and activation targets by 100%.
- Executing and devising various schemes for the local markets.
- Conducting retailers meet to ensure no complaints in market.
- Motivating the retailers&educating them in new product and new systems.
- Handling the implementation of the company's schemes
- Motivating team members to ensure maximum productivity from their ends.
- Providing trainings to various distributors as well as distributor executives on product, communication skills and behavior.
- Implementing activating systems and maintaining the market reports at the distributor's end.
- Collecting the Customer Application Forms on time with effective man power management.
- Business Development, Customer satisfaction and quality assurance.
- Ensure optimum product penetration in the market.
- Ensures ROI on distributors follows laid down norms for closing stocks.

- Ensure a high level of merchandising & visibility.
- Monitor the performance of retailers & take corrective action.
- Primary & secondary plan.
- Increase width & depth of Distribution.
- Ensure New Product placed in all Outlets.

Company : **Britannia India Limited (Viswa Enterprises)**

Chidambaram (Cuddalore District)

Job Profile : Sales Manager (Off Roll)

Period : May' 2010 to June'2013

Roles & Responsibility

- Sales Manager, leading a team of 3 Sales Officer and 3 Delivery Boys.
- Responsible for achieving secondary, primary and activation targets by 100%.
- Looking over the business of 3 crore per year.
- Ensuring adherence of standard execution sales tools assigned to meet Sales.
- Business development through effective and focussed Merchandising Managements
- In all MOC meeting ensure liquidation of aged stock.
- Executing and devising various schemes for the local markets.
- Conducting retailers meet to ensure no complaints in market.
- Motivating the retailers & educating them in new product and new systems.
- Handling the implementation of the company's schemes
- Motivating team members to ensure maximum productivity from their ends.
- Providing trainings to various distributors as well as distributor executives on product, communication skills and behavior.
- Implementing activating systems and maintaining the market reports at the distributor's end.
- Business Development, Customer satisfaction and quality assurance.
- Ensure optimum product penetration in the market.
- Ensures ROI on distributors follows laid down norms for closing stocks.

Achievements
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| <ul style="list-style-type: none"><li>❖ During my tenure with Gibson Won the Gibson Hero Award for the Month of Apr'15 .</li><li>❖ During my tenure with Gibson I won the OP Achievement Award Consistently 7 Times(Dec'15-June'16) in the Branch.</li><li>❖ During my tenure with Vodafone Won the Vodafone Hero Award for the Month of February'14 .</li><li>❖ During my tenure with Vodafone I won the MNP Raja Award Consistently 7 Times(Dec'13-June'14) in the Circle.</li></ul> |
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Personal Traits
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- ❖ Always willing to learn and to develop all the necessary skills to brighten my approach in an assertive manner.
- ❖ More enthusiastic to work and self-motivating policies applied to all sort of companies policies.
- ❖ Interested in implementing new ideas with dynamic approach.
- ❖ Discipline is my Doctrine of principle.
- ❖ Multi-Tasking.

Qualification
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- B.Tech(I.T). (Bachelor of Information Technology),with 73% Anna University,AVC College of Engineering,Mayiladuthurai.(Year-2007-2010).
- Diploma in Computer Engineering,with 82% AVC Polytechnic College,Mayiladuthurai.(Year-2004-2007).

Personal details
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Name	: Palani.I
Father's Name	: Ilango.P
Date of Birth	: 03-May-1989
Present Address	: No 54A,Balaji Nagar, Salem
Permanent Address	: Plot No:3,Sri Yogambigai nagar, Chidambaram-608001
Contact no.	: +91-8940260260
Sex	: Male
Marital Status	: Married
Language Known	: Tamil, English.

(Palani.I)