Dheeraj Prasad

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**Phone: +91-9885026573**

*Highly knowledgeable professional with proven track record of developing winning comprehensive marketing & branding strategies focused on achieving breakthrough sales objectives while creating unique strategies & managing business relationships; targeting assignments in* ***Sales & Marketing***

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| *Goal-oriented professional offering* ***14 years of experience*** *in:*  **~Sales & Marketing ~ New Business Development~ Key Account MAnagement~** | |
| **Profile**  **Summary** | * Service-focused and result-oriented professional with over 9 years of experience in achieving sales target through market mapping, lead generation, maintaining robust channel sales as well as servicing existing customers; presently associated with Saint Gobain Gyproc India Limited as Key Account Manager * **Recognized for proficiency in identifying prospective clients, generating new business** from the existing clientele in line with business targets; mapping client’s requirements & providing best products to suit their requirements; generating business from existing accounts and achieving sales growth * Steered efforts in **converting 60% of unorganized business to organized business** * Showcased tenacity in managing massive projects and converting the same with higher volume and value and also bagged mutile awards * Experienced in driving revenue growth by consolidating the channel network and successfully conceived & implemented strategic marketing plans that gained the company significant traction in the market * Skilled in determining a business unit’s mission & strategic direction; ability to formulate and implement tactical initiatives as well as strategic advices to partners for achieving corporate strategic goals * Enterprising and dynamic with a strong will to win; possess strong planning, analytical & problem solving skills; excellence in identifying, recruiting & directing cross-functional teams and leading them to deliver results |

**CORE COMPETENCIES**

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| **Sales & Marketing Pan India** | **Business Development** | **Key Account Management** |
| **Project Sales** | **Market / Competitor Analysis** | **Channel Management** |
| **Revenue Generation** | **Customer Relationship Mangement** | **Team Managment** |

**ORGANISATIONAL EXPERIENCES**

## Hormann India Private Limited. Oct’19- Present

**National Sales Head – Glazed Vertical**

**Key Result Areas:**

* Developing and Implementing effective sales Strategies.
* Leading Nationwide team to achieve targets and complete responsibility for top line bottom line achievements.
* Monitior and Analyze performance metrics along with monthly, quarterly and annula sales forecast.
* Negotiate and close agreements with large customer including rate contract working.
* Perform research and identify new potential customer and new market opportunities.
* Spearheading entire gamut of project sales/ retail sales in Pan India for upcoming & ongoing projects with value of INR 50 crore.
* Raw material planning along with Inventory plan along with Production team.
* Building a high performing sales team by providing strong mentorship, coaching and guidance.
* Designing and executing go-to-market strategy for new product offering for entry into new markets and enhancing product and service offerings
* Generating client accounts through relationship building thereby achieving sales target, while enhancing profit revenue.
* Travelling all the branch offices to understand the different market, difficulties and customer need.

## Saint Gobain Gyproc India Limited, Sep’10- Sep 2019

**Manager-Key Account**

**Key Result Areas:**

* Conducting statistical analysis to determine potential growth; designing sales performance goals and monitoring performance on a regular basis
* Spearheading entire gamut of project sales in Andhra Pradesh and Telangana regions for upcoming & ongoing projects with value of INR 46 crore
* Organizing & leading meetings with influencers like Architects, Contractors, Specifiers, Builders & KCM
* Designing and executing go-to-market strategy for new product offering for entry into new markets and enhancing product and service offerings
* Generating client accounts through relationship building thereby achieving sales target, while enhancing profit revenue
* Gathering market and customer information and providing feedback on buying trends
* Managing potential channel conflict by fostering excellent communication and through strict adherence to channel rules of engagement
* Identifying the expectations of the prospective clients, by obtaining relevant in-depth information on future projects, bids / Request for Quotation (RFQ’s) and designing commercial proposals specific to each client
* Developing strong market knowledge of existing and potential clients and ensuring business growth opportunities aligned to company’s strategic plans
* Supervising delivery of service support to the existing clients as well as visiting customers and generating the revenue for the company
* Managing Projects Sales by product promotion to clients like Architects, Contractors and Builders

**Godrej & Boyce Mfg Co Ltd., Hyderabad Jul’08-Aug’10**

**Senior Sales Executive, for Interio (Furniture) Division**

* Worked as key member of a special task team designed to do the analysis of the current lab Furniture market to create awareness of Godrej as a Laboratory solution provider
* Credited for bagging very big project of CCMB through our loyal customer which in turn set the trend of Godrej Lab Furniture

**EDUCATION**

* Master of Business Administration from Marketing & Finance from Punjab Technical University
* Bachelor of Technology in Electronics and Communication from ICFAI Institute of Science & Technology, in 2008
* 12th from College of Commerce, Patna in 2003
* 10th from St.Xavier’s High School, Patna in 2001

**TRAININGS**

* Attended the following trainings:
* SAP Training on PP and MM module from ABP.Pvt. Ltd. Kolkata in 2002
* Training on Preps and Prenergy software for using CtP in production in 2006

**PERSONAL DETAILS**

**Date of Birth:** 30th June 1985|| **Languages:** English and Hindi || **Address**: Flat No: -309, Oak Tree, Road No.: 16, Alkapoor Township, Manikonda, Hyderabad