**SONU GURNANI**

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**Personal Details**

Address: H-62 Naraina Vihar, New Delhi-110028, India

Gender: Male |Nationality: India | Date of Birth: 31 Oct 1973

**SUMMARY**

* An accomplished, customer centric, process driven professional with over two decades of dynamic experience in sales & marketing, customer service, and strategy development with key focus on develop marketing & branding strategies to promote the sales of products and services for profitable market share growth across all assigned product lines
* Hands-on experience in building/managing the development of complex, large-scale enterprise applications, and formulating policies for achieving top line or bottom line profitability by driving sales & marketing operations, increase sales growth to achieve business goals
* Spearheaded effective with Go-to-Market Strategy with accountability of launching new products/ business, strategizing & winning deals and developing high performance teams over diverse business domains like Automobiles, Financial Services and Capital Equipment’s
* Demonstrated expert in analyzing market trends, competitor positions & economic factors to develop key programs for organization and facilitating closure of deals
* Effectively building Business Plan for Channel Partners; monitoring the performance of Channel Partners, Business Associates & Agents; plugging gaps for optimization of performance levels
* Adept in strategic and tactical planning with strong analytical and negotiation skills, resulting in improved business processes and organizational growth
* Proficient in implementing competitive strategies for generating sales and developing to expand market shares towards achievement of revenue & profitability targets

**SKILL SETS**

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| --- | --- |
| * Strategic Planning & Management * Operations Management * Client Relationship Management * Corporate & Channel Sales Management * Channel & Distribution Management * Budgeting & Cost Optimization * Profit & Loss (P/L) Management * Business Excellence * Stakeholder & Dealer Management | * Business Process Improvement * Training & Development * Sales Cycle Management * Service Delivery Management * New Product Development * Risk & Change Management * Techno-commercial Operations * Campaign & Branding * Product & Team Management |

**Professional Experience**

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| **Organization** | **Designation** | **Duration** |
| Skyline Automobiles, India | General Manager – Sales | Jun 2015 – Till Date |
| Sanjay Automotive, India | Senior Manager | Nov 2013 – Jun 2015 |

**General Manager – Sales**

*Key Deliverables*

* Administering the company with a focus on promoting business excellence, optimal operations, service culture, guest satisfaction, cost control, safety, quality assurance, and continuous improvement
* Providing motivational leadership, coaching and direction to sales team with develop and execution of strategy plans to achieve performance-based results by leading from the front
* Developing key relationships with key accounts ensuring high customer satisfaction by providing them with complete product support
* Establishing and fostering with new markets for promotions of products; conduct competitor analysis by keeping ahead of market trends & competitor to achieve market share metrics
* Developing and leading innovative sales practices, implementing sales promotional activities for brand building & market development
* Promptly addressing any potential and actual risks to identify financially strong & reliable channel partners for results in deeper market penetration and improvement market share
* Responsible for delivery of business outcomes, including revenue & profitability targets with implementation of marketing strategies for promoting products as per company plans
* Assuring optimum inventory levels with channel partners with timely deliveries to the customers by handling demand forecasting/inventory
* Delegating effectively with presentation of formats on further employee relationships, provide motivation, and to develop new business strategies over quarterly and weekly group meetings
* Building highly productive teams with training & development for implementation of newer strategies and supporting to achieve the monthly business target
* Active involvement in managing sales initiatives & achieving desired targets with overall responsibility of return on investment and explore marketing avenues to build consumer preference and drive volumes
* Overseeing and optimizing all sales representative activities are in accordance with the guidelines of the company
* Drafting a system of reports and strategies in conjunction with performance of team include sales reports, cyclical sales meetings, sales newsletters and bulletin by effective management coordination
* Steering with overall business an annual operating forecast and budget and enhancements for sales department monthly forecasts and sales targets within time

**Senior Manager – Corporate Sales**

*Key Deliverables*

* Played a pivotal role to Plan direct and evaluate the activities of sales departments in commercial, industrial, wholesale and retail and other establishments
* Directed sales team in building relationships with business clients and manage negotiations of sales contracts
* Supervised the activities of sales departments in commercial, industrial, wholesale/retail and other establishments as well as provided extensive assistance to dealers, high-potential clients within the respective territories
* Provided assistance on training the Dealer’s Sales personnel in effective selling
* Participated in revenue management processes to ensure that revenues are maximized
* Provided reports on a daily basis to the Vice President & higher management
* Determined strategic planning related to new product lines in building relationships with business clients and managed negotiations of sales contracts; recruit, organize, train and manage staff

**PrecEding Experience**

**Branch Manager @** Indraprastha Automobile Pvt. Ltd, India **Apr 2008 – Oct 2012**

**Manager D.S.A Sales @** Sterling Motor Co, India **Mar 2004 – Apr 2008**

**Assistant Sales Manager @** MGF Toyota's, India **Feb 2002 – Mar 2004**

**Assistant Sales Manager @** Rajeev Motors Ltd, India **Oct 1999 – Feb 2002**

**Assistant Finance Manager @** P.V. Cars, India **Jun 1997 – Sep 1999**

**Senior Sales Executive** @ M/s Rekha& Co, India  **Mar 1996 – May 1997**

**Sales Executive** @ M/s Agarwal & Co, India  **Feb 1995 – Mar 1996**

**EDUCATION**

* Bachelor of Commerce from University of Delhi, India, 1994
* Honors Diploma in Computer Science from Aptech in 1994
* Diploma in Computer Science from ICS, India, 1991

***References available upon request***