

**AMIT KUMAR**

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## **SALES AND MARKETING PROFESSIONAL**

“Proven record of consistent profit growth in extremely competitive and difficult Markets.”

Experienced and result -oriented business and sales professional with the talent to effectively identify and maximize opportunities to increase growth and development. Highly knowledgeable in diverse areas of sales and marketing utilizing creative strategies to decrease timelines and increase the bottom line. Key team player with excellent interpersonal and communication skills, establishing and maintaining strong relationships with both clients and colleagues. Ability to multitask while applying time management skills to achieve company goals.

### **Career Abstract:**

- Over 24 years of experience in the areas of Sales Marketing & Finance, Business Development and Customer Relationship Management with well reputed organizations.
- A proactive planner with abilities in devising effective strategies for augmenting business, identifying and penetrating new market segments and promoting products for business excellence.
- Proven performer with an excellent track record in sales & finance across assignments.
- Adept in increasing revenues, establishing networks, streamlining workflow and creating a teamwork environment to enhance profitability innovatively.
- Proficient in devising & executing marketing activities to accomplish high revenue growth.
- Possess excellent interpersonal, communication and organizational skills with proven abilities in team management, customer relationship management and planning.

### **Core Competencies:**

#### **Finance & Sales**

- Managing the finance & credit operations for promoting financial products and accountable for increasing the sales growth.
- Creating awareness in the market, thus increasing the sales volume through direct sourcing, Dealer & various channel partners.
- Initiating and developing relationships with target organizations for business development.
- Identifying clients and generating business from the existing client to achieve targets.

#### **Business Development**

- Analyzing business potential and implementing plans to drive channels for attaining targets, supplementing turnover and achieving desired targets.
- Identifying, qualifying and pursuing business opportunities through market surveys.
- Conducting competitor analysis by keeping abreast of market trends and competitor moves to achieve the market share.

#### **Client Relationship Management**

- Supervising customer service operations for rendering quality services; providing customer support by answering queries and resolving their issues.
- Building and maintaining healthy business relations with high net value clients, ensuring high customer satisfaction matrices by achieving delivery & service quality norms.

#### Team Management

- Managing the gamut of tasks including manpower planning and coordinating with the Sales Teams.
- Leading and motivating the team to achieve preset targets on a monthly and quarterly basis.
- Creating an environment that sustains and encourages high performance, motivating teams in optimizing their contribution levels.

### **Experience Highlights**

**Presently working at Poonawalla Fincorp Limited as a State head (0-30 bucket) since Oct 2021 posted at Patna location. Job responsibility includes**

Responsible for collection of (0-30 bucket) in Bihar and Jharkhand. Managing portfolio of both buckets, also manage fresh allocated 9 MOB cases.

- We plan & drive the team for bucket wise collection on a daily basis to achieve the Target.

#### Notable Credits

- Joined as Executive in Bokaro Br in May-04.  
Responsible for market development of Bokaro & Dhanbad CE business and also relations with various channel partners as well as renowned dealers.
- Promoted as Sr. Executive in April-05.  
Responsible for market development of Bokaro & Dhanbad CV business and also relations with various channel partners as well as renowned dealers.
- Promoted as Branch Head in April-06.  
Responsible for Administration work along with responsibility of overall disbursement figures along with the collection target.
- Promoted as Location Product Head in April-08  
Responsible for CV Business for two locations (Bokaro and Jamshedpur). We are also responsible for business development along with target achievements. Used to interact with various notable dealers and channel partners to increase business as well as to interact with daily needs for customer satisfaction.
- From April-2010 handling exclusive responsibility as Sr Relationship Manager (CV).  
Responsible for CV development along with target achievements. PDD monitoring in CV business and also reduction in billing in collection centric assignments.
- Promoted as Product Head Bihar in Commercial Vehicle at October-11

Responsible for CV Business for entire Bihar. We are also responsible for business development along with target achievements. Used to interact with various notable dealers and channel partners to increase business as well as to interact with daily needs for customer satisfaction.

Complete management of a team to develop the business of Bihar for Commercial Vehicle.

Core competency of my team is to develop the commercial vehicle dealer in the Bihar region.

Business growth improved by developing the number of DSA associated with us and also by retaining the DSA already associated with us.

Mapping technique best utilized to develop the DSA so that it covers the entire Bihar region.

Received recognition award for large contribution to team and increasing the sales of the year.

- From April-2013 to 2014 handling SCV Business for Bihar & Jharkhand .  
Responsible SCV Business for entire Bihar & Jharkhand. We are also responsible for business development along with target achievements.
- From 2014 to Nov 2015 handling Car Business for Bihar .  
Responsible Car Business for entire Bihar . We are also responsible for business development along with target achievements.
- Promoted relationships between Dealer & DSA to expand business which has resulted in month on month growth in business.
- From 2015 December to March 2019 as a Branch Manager in Bokaro location.  
Responsible for all products like New and Used Car ,Tractor ,Commercial Vehicle & CE for entire Bokaro Dist & Also looking for a collection for 0-90 bucket in all Bokaro Portfolio.We also responsible for business development along with target achievements. Used to interact with various notable dealers and channel partners to increase business as well as to interact with daily needs for customer satisfaction. We are also responsible for Collection in 0-90 bucket & achievements of decided target in branch month by month. We are also responsible for Administration in the Bokaro Branch .
- From 2019 April to 2021 September as a Territory Business Head of Central Bihar at Purnea location , Bihar.  
Responsible for all New and Used products for business in entire Central Bihar & Also looking for a collection for 0-30 bucket in all Central Bihar Portfolio. We also responsible for business development along with target achievements. Used to interact with various notable dealers and channel partners to increase business as well as to interact with daily needs for customer satisfaction. We are also responsible for Collection in 0-30 bucket & achievements of decided target in the territory month by month.
- Develop Dealer & DSA to expand business which has resulted in month-on-month growth in business.
- Monitoring all product PDD ,EWI & ED Cases & achieve the decided Target .

**ENAR INDUSTRIAL ENT, DHANBAD, (TATA MOTORS LIMITED CV DEALER) 2000 – 2004**

**SENIOR EXECUTIVE – CV**

- Recruited to achieve revenue targets through the development of dealers in the Jharkhand area
- Directing all sales and marketing activities including lead generations, trade enquiry, trade shows, account development, etc.
- Developing a wide range of Influencer and in turn raised the sales of the company to a respectable level in the span of about a year.
- Preparing the monthly assessment report mentioning the total sales achieved monthly.
- Enhanced the sales of the company to 50% in just three months and took necessary steps to maintain market share.

**JMA STORES LTD, DHANBAD (TATA MOTORS LIMITED CV DEALER)**

**1998 – 2000**

**EXECUTIVE – CV**

- Managing the opening and closing of store operations.
- Enhancing the sales of all CV

**Scholastic:**

- B.Sc. in Chemistry (Hons.) From Bhagalpur University in 1992-1995.
- Diploma in Sales & Marketing from NIS (NATIONAL INSTITUTE OF SALES) Patna in 1997-1998.
- PG Diploma in Sales and Marketing Management from IGNOU.

*IT Skills: Well versed with MS – Office 2000, Internet Applications.*

**Personal Dossier:**

Date of Birth : 5<sup>th</sup> Mar, 1975

Address : Plot No-483, K.K.Singh Colony ,Chira Chas , Bokaro, Pin - 827013.

**Reference:**

As per requirement