

**ROHIT RATESH KUMAR MOOTHAPARMBIL**

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**TOP LEVEL MANAGEMENT PROFESSIONAL: 10 years of experience**

Sales & Business Development

Industry Preference: Any

**PROFILE SUMMARY**

**Sales / Marketing Competitor's Analysis Sales Promotion**

**Revenue Generation Market Research MIS & Documentation**

**Sales Collaterals Client Relations Product Awareness Programs**

* Represented the company at trade exhibitions, events and demonstrations; checked the quantities of products on display and in-stock and liaised with suppliers to check the progress of existing orders
* Conducted research on products, markets and competitors; submitted detailed reports of analysis to the senior management; exceeded sales targets for the assigned area, while adhering to ethical sales practices
* Established and nurtured business relationships with current and prospective customers in the assigned territory / market segment to generate new business for the organization’s products / services
* Chalked out methods to determine the best methods of promoting products; developed and updated knowledge of own products and the products of their competitors
* Advised customers about delivery schedules and after-sales service offered by the company
* Provided feedback to the Manager on sales trends for making requisite changes as per the preference of consumers; reviewed & interpreted the market response to facilitate product improvement

**CORE COMPETENCIES**

* Suggesting merchandise based on individual requirements and assisting in display of merchandise in the retail store as per need
* Giving demos of products in-line with customer needs, providing technical descriptions of products and their usage to the them
* Maintaining knowledge of current sales & promotions, policies regarding payment and exchanges and security practices as per norms
* Recommending, selecting, and helped locate or obtain merchandise based on customer needs and desires; answering questions regarding the store and its merchandise
* Making suggestions and encouraging purchase of higher value products for up-selling by bringing out its benefits and advantages to the customers
* Maintaining sales records and other MIS reports for inventory control; tracked segment-wise inventory level
* Managing and Monitoring Weekly and Monthly Sales Performance of Sales Executives

**WORK EXPERIENCE**

**Dec’12 to Oct'18 : Hamad A. Alessa And Sons Co., Saudi Arabia as National Sales Co-ordinator**

**Jan’19 till Present : Sales manager of R4M Enterprise (Dental Materials and Equipments,Sports nutritional Sales Company)**

**Role:**

* Conducting daily sales analysis and initiating generation of MIS reports
* Initiating forecasting in coordination with Area Sales Managers
* Ensuring follow-up of achievement of targets and variance analysis
* Coordinating sales between branches and leading management of inventory and stock transfer
* Leading smooth sales by stock management between branches
* Negotiation and closing deals
* Finding new customers in order to boost up sales

**Highlights:**

* Assisted in promoting sales of Home Appliances & Electronics (HITACHI, HAAS, GIBSON, CRAFT, OME’S) in stores and achieved maximum sales in the same category
* Achieved sales targets for home appliances and electronics by executing the distribution strategy at the channel partner level
* Worked towards increasing product awareness and the usage of air conditioners , refrigerators , TV’s , washing machine , etc. products by adopting measures such as on-spot product demonstrations, house visits and so on
* Executed market promotional programs such as festival offers to drive numbers; enhanced sales by 50%
* Introduced and Marketed VOCO dental products and achieved and excellent sales growth

**EDUCATION**

Pursuing Online MBA in Marketing with ICFAI University, Sikkim, India

2011 B.E Computer Science Engineering from Tamil Nadu College of Engineering under Anna University , Coimbatore

**IT SKILLS**

* Expertise in:
* Microsoft Office (Word/ Excel/ Power Point)
* Microsoft Dynamics – Inventory Management & Accounts Receivable Module
* Microsoft Certificate holder in Trade and Logistics Module
* C
* C++

**CERTIFICATIONS**

* Certificate Holder for CCNA
* Bulats Certification
* C++/ Java
* **SAP Certified Associate (SAP BASIS Module)**
* **Persuing SAP Business One and SAP Sales and Distribution Module Certification**

**PERSONAL DETAILS**

Date of Birth: 24th July 17, 1989

Languages Known: English, Malayalam, Tamil, Hindi and Arabic (Basic)