

RESUME

Darshan H Subramanya

Phone: +91-8951553645; **Email:** darshan.subramanya@gmail.com ;

Date of Birth: 23rd Feb 1985; **Place:** Bangalore.



Business Development Manager (Dealer Accounts) – CRANES DIVISION

♦ Sales and Marketing ♦ Business Development ♦ Dealer management ♦ Project Management ♦ Client Management ♦ Documentation
♦ Product Support ♦ Cross-functional Coordination ♦ Interpersonal Skills ♦ Inside sales ♦ Lead Generation ♦ Technical sales
♦ Techno-commercial

Result oriented professional with an experience of 6 years in Sales, Marketing and Dealers Account management; currently spearheading as an **BDM – Cranes Division** with **CARL STAHL**. Possess sound knowledge in **IT, Industrial Crane, Industrial Automation Products, Material Handling, Drives & Process Machines**. Hands on exposure to Project planning-IT & Process Machineries. A systematic, organized, hardworking and dedicated team player with an analytical bent of mind, determined to be a part of a growth-oriented organization. Undergone **Core Sales Training** with Business Linked Teams (BLT).

Domain Knowledge

CRANES	All types of Electrified Over Head cranes, Jib cranes, Gantry Cranes, etc. [Carl stahl, Demag, Stahl & Kone]
MOTORS	ABB, SIEMENS, SEW, CG, MARATHON
DRIVES	YASKAWA, SIEMENS, L&T.
IT	CRM, SIEBEL, MS-Office.
MARKET	Inside Sales, Digital, International, Retail, Industrial.
PRODUCT	Industrial Automation, Material Handling Equipment's, Industrial Spare parts.

Interested Fields: Dealer Development, Direct Sales, Marcom, Inside sales (Pre & After Sales) and Projects.

JOB DESCRIPTION: -

- Dealers & vendors Development.
- Dealership succession plans with required performance metrics.
- Dealer regular Reviews with the Dealer Principal of capability, total scorecard, and certification.
- Monitor all annual performance metrics and facilitate action plans when and where required.
- Addressing specific issues with a dealer based on performance.
- Reviewing dealer sales and business plans with both the Dealer and Regional Sales Team on a regular basis.
- Manage dealer performance oversight & reports necessary for dealer performance tracking in conjunction with Sales Field.
- Visiting End user or customer along with Channel partners.
- Leads regular reviews and updates of the products.
- Designing Marketing Tools- Website, Social Sites, Manuals, Presentations, Expo, Ads & Conferences.
- Marketing database, profiling, validation managing Database, Updates same in CRM for corporate reviews.
- Responsibility includes monthly status meetings, documentation of status reports and follow-up on agreed action plans.
- Project Management for Green field projects.
- Coordinates the yearly Sales budget and business plan process for the Company and monitors it on a monthly basis.
- Review and develop Sales Policies & Procedures (e.g. Discounts, etc.).
- Preliminary market research including external and internal marketing audit.
- Competitor analysis, product & market segmentation, positioning of the company and customer analysis.
- Follow-up on new leads and referrals resulting from field activity in both independent and franchise dealers.
- Participate in marketing events such as seminars, trade shows, and telemarketing events for independent and franchise dealers.

PROFESSIONAL EXPERIENCE

CARL STAHL - Bangalore ♦ Current Employer ♦ 05/2015-till date ♦ BDM-Dealer Accounts – Cranes Division

Responsible for developing business in Karnataka & Telangana.
Demonstrated record of achievement in sales, energetic and self-directed sales professional with, proven closing skills.
Expert at developing new Business-Dealer development.
Responsible for Developing New Turnkey Projects for Domestic Markets.
Conducting Company and Product presentations at client place to enhance good impression.
Evaluate and suggest product and service solutions in line with client's need and requirements.
Getting Technical Specifications and Drawing approval done. Negotiation and Order Finalization.
Using associate software to coordinate client relationship.
Documents and Contacts management.
Generate and submit weekly project status and sales progress reports in CRM to senior level management.

Key Assignments Handling:

TRMN, FAMOUS FOAM, TVS MOTOR, ASHOK LEYLAND, M&M, ASHIRVAD PIPES, FLOWSERVE, AMARARAJA BATTERIES,
KEMS FORGING, YUKEN INDIA, JINDAL ALUMINIUM LIMITED, MRF, DOZCO, WIPRO INFRA and many more.

BARRY-WEHMILLER INTERNATIONAL RESOURCES ♦ 02/2014-03/2015 ♦ Senior Inside Sales/ Marketing Executive – Sales and Service.

Energetic and self-directed inside sales professional with, proven closing skills and smooth telephone sales ability.
Demonstrated record of achievement in sales:
Expert at finding new sale opportunities.
Generates sales of new products while maintaining current deals.
Successful in selling [software-driven, consumer-based] products
Responsible for Sales & Marketing of BWIR in Both Domestic & International markets (APAC).
AROL & Thiele Technologies in Domestic Market.
Responsible for Marketing of BWIR services on International Ground-Australia & New Zealand.
Responsible for Developing New Turnkey Projects on both Domestic & International Markets.

Roles & Responsibilities: -

Responsible for business development in US, APAC & UAE Market.
Developing business in NA states like Texas, Florida, Canada, Detroit & Pacific region.
Targeting FMCG, Breweries, Pharma, Engineering & Projects Companies for approaching BWIR Products & Services.
Engineering Solutions like Bottle Capping Machines, Packagery machineries, Material Handling solutions & Enterprises solutions like customized CRM products, Web development & Turnkey solutions for industries.
Approaching Public Works, Water & Sewage departments for BWIR services like piping & designing for sewage treatment plants.
Regular cold calling(30-40calls/day), mailing to generate prospective leads & converting the same.
Approaching to CEO level members, Department & Agencies for products & services.

STAHL CRANE SYSTEM ♦ 2 Years 8 months ♦ Sales Engineer, Regional Sales Engineer – Sales & Project.

Responsible for sales and service activities Pan India for: Stahl EOT cranes, hoists, gantry cranes, jib cranes & Automation Cranes.

Handling Existing Customer and to develop new customer base

Daily review with team – Sales, Design, Production, Manufacturing and Aftersales

Weekly interaction with Clients regarding the performance of the system, Understand the enquiry by discussing with clients to make techno-commercial offer- selection of hoist, motors, Girder, End carriage as per application

Finalization of the order and also discuss same with the team regarding the execution.

DAP approval from customer

Execution of the project successfully by discussing with internal department

Decision Maker Project execution for green field.

Payment follow-up and C form collection.

Other Major activities are: -

Business Development & reporting to CEO

Preliminary market research including external and internal marketing audit, competitor analysis, product & market segmentation, positioning of the company and customer analysis.

Execute strong business alliances and partner Management in Crane market for Sparkline.

Manage and coordinate all marketing, Branding & promotional activities SSD: -sales Strategy Development, MIS.

Handling & Leading Exhibitions, product Launch-AES, CEMAT & New product launch Stahl cranes system.

KEY PROJECT HANDLED: -

Daimler India: - 150L.

Saint Gobain Glass India Pvt Ltd: - 77 L Ashok Leyland group: - 40L

AES India: - 20L

SEPR Refractories India Limited –200L.

Ashok Leyland John Deere: - 60L

Developed new customer like Komatsu India Pvt Ltd-Project cost-40-45 cr.

Projects Handled at Webb India, Positive Package – Bangalore. Handled & executed so many green field projects.

EDUCATIONAL CREDENTIALS

MBA (marketing) from GSSSIMS Mysore with 62% in the year 2011, Affiliated to VTU, Belgaum,

Karnataka.

Training Undergone:

Core Sales Training with Business Linked Teams, BW-I University training, Carl Stahl, Demag, Stahl Cranes, & Terex.

COMPUTER SKILLS

MS Office, CRM- (Sugar, Sales force), SIBEL, ERP, FileMaker. System Hardware, formatting & Troubleshooting.

LANGUAGE PROFICIENCY

English, Hindi, Kannada, Marathi Tamil & Telgu.

PERSONAL IDENTIFICATION:

Passport Number – K5792876
Pan Number – BLIPD9448M
Driving License Number – KA13 20100006676

DECLARATION:

I hereby declare that the information given above is true to the best of my knowledge and I bear the responsibility for the correctness of the above mentioned particulars.

Regards,
Darshan HS

