**SANJAY NAYAK**

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**Sales & Marketing Professional – An Overview**

Facilitating as **Key Contributor** to enterprise-level planning and decision-making

Sector Preference: Tyres, Automotive Parts & Ancillaries, FMCG and Trading Companies

***~ Areas of Core Strengths ~***

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| * Sales/Marketing | * Business Development | * Business Tie-Ups |
| * Market Penetration | * Channel Management | * Coordination |
| * Client Relationship Management | * Recruitment / Training | * Team Management |

**Learner & Receiver:** Flair to continuously upgrade knowledge purview & keep updated on latest technology trends

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|  | **Career Précis** |  |

* Disciplined and goal oriented professional with **nearly 21 years** of cross-functional experience in managing business development operations with key focus on sales & marketing of products and services.
* Proficient in increasing sales revenues, developing profitable & productive business relationships and building an extensive client base; distinction of accomplishing multi-fold revenue increase.
* Experienced in developing & appointing new business partners to expand product reach in the market and working in close interaction with the dealers and distributors to assist them to promote the product.
* Skills in achieving sales targets at branches, building dynamic sales teams, identifying high-yielding services and products during the career span.
* An effective communicator with excellent interpersonal, customer relationship management and team management abilities.

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|  | **Career Highlights** |  |

* Bagged Best Sales Man Award during 1995
* Played a key role in commencing a major fleet account and developed sales by appointing dealers
* Impressively achieved a high rate of sales stability and re organized the dead accounts by providing 35% of growth to sales
* Significant contributions towards setting up Goa & Kolhapur Depot; increased the profit volume from INR 2 lakhs – INR 8 lakhs in Goa branch
* Executed a sales turnover of INR 5 crores and positioned company as a Profit Centre

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|  | **Core Competencies** |  |

* **Sales & Marketing:** Handling the marketing and sales operations for achieving increased growth & profitability. Reviewing & interpreting competition after in-depth analysis of market information. Driving business growth through identification & penetration of new market segments for attainment of periodical targets.
* **Business Development**: Building and maintaining healthy business relations with major clientele, ensuring maximum customer satisfaction by achieving performance parameters delivery & quality norms.
* **Product Promotions / Branding:** Implementing sales programs/strategies to improve the product awareness in markets by brand building and market development efforts. Creating initiatives, conducting presentations & demonstrations along with the planning and execution of events for increasing brand visibility. Utilizing market feedback & personal network to develop marketing intelligence for positioning the products.
* **Customer Relationship Management**: Maintaining cordial relations with customers (third parties & distributors) to sustain the profitability of the business. Maximizing customer satisfaction level by on time delivery, monitoring customer complaints, providing efficient services. Handling customer grievances and resolving their issues for customer retention.
* **Team Management**: Recruiting, training & developing team members to ensure operational efficiency and product knowledge. Monitoring the performance of team members to ensure efficiency in operations and meeting of individual & group targets and corporate goals.

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|  | **Employment Outline** |  |

**Since Aug’15- with Mutsimoto Motor Company Ltd. Kenya, as Sales Centre Head**

**Products Handled:** All types of Automotive Filters

**Key Deliverables**

* Analysis monthly sales reports as per management requirements
* Planning marketing actions and Sales actions of the regions
* Product sales evaluations for getting distributor growth
* Planning Calender for seminars and trainings.
* Reporting slow moving and nonmoving stocks to the management
* Monitoring debtor analysis.
* Coordinating between factory and branches for stock requirement

**From Jan,14 – Feb’15 - with Somotex Nigeria Ltd., as Regional Manager – North Nigeria**

**Products Handled:** Tyres, Consumer Electronics

**Key Deliverables**

* Overseeing the daily activities of the sales executive toward achieving growth in sales
* To give periodic business plans to the management.
* Periodic monitoring of credit to the dealers in the region
* Appointing dealers in the region to increase sales
* Stock management in the branch to avoid shortage or over age stock.
* Developing sales through transporters and organizing meets to increase sales.
* Plan schemes for dealers to increase.

**Feb’09 – Mar’13 with Milan Nigeria Ltd., Regional Manager – East/North Nigeria**

**Products Handled:** Tyres, Rice, Sugar, Tomato Paste, Fish, Margarine and Juice

**Key Deliverables**

* Overseeing the sales & marketing operations, thereby achieving increased sales growth across region
* Developing periodic business plans & strategies, in coordination with macro plans of organization
* Periodic monitoring the performance of dealers & distributors regarding sales and collections
* Generating the need for product and developed the market for the organization
* Active involvement in inventory control management by upholding the stock for on time delivery of goods and replacement ensuring absence of shrinkage in stock
* Planning & organising Transporters & Fleet Owners for the business; introducing schemes for sales enhancement
* Setting up of distributors’ network in the specified areas in par with the requirements as such to develop the market for the products

**Jun’07-Jan’09 with JK Tyre & Industries Ltd., Mumbai as Senior Sales and Service Engineer**

**Products Handled:** Radial Truck Tyres

**Key Deliverables**

* Carried out analysis and estimation of market trends for the purpose of scheduling the sales procedure as such to enhance the market for the product
* Converted Transport to use Radial Tyres from the Conventional tyres and changed the mindset of the Transport
* Monitored the performance of the tyres like calculating CPKM, Tyre Tread wear, Rotation of the tyres and also checked the retreading possibility
* Implemented customer retention programme to maintain long term relation with the customer.
* Efficiently handled 3 Districts Mumbai Thane and Raigad
* Appointed distributors and analyzed their performance thereby enhancing the product sales.

**May’04-Jun’07 with Good Year India Ltd., as Territory Sales Manager. Maharastra**

**Products Handled:** All types of Tyres (PCR, TBR, TBB, OTR &2W)

**Key Deliverables**

* Conceptualised and implemented innovative plans for accomplishment of pre-designated targets from the assigned territories
* Forecasted monthly/annual sales targets and executing them in a given time frame thereby enhancing existing clientele
* Identified prospective clients by extensive study of market trends and demand & supply analysis and mapping requirements adding to business growth
* Drove business growth through identification & penetration of new market segments for attainment of targets with a view to optimize revenue

**Oct’96-May’04 with Caltex Lubricants India Ltd., Mumbai as Assistant Manager (Marketing)**

**Key Deliverables**

* Administered wide gamut of tasks involved in sales & service operations covering entire Mumbai, Konkan, Goa, Kolhapur, Mumbai, Thane, Raigad regions; augmented the distributor and dealer network at Kolhapur
* Designed new business schemes in the market in par with trading systems and procedures and executed promotional campaigns
* Managed dealers’ credit and carried out sales by coordinating with OEM dealer
* Devised innovative strategies for customers to enhance the sales volume of dealers ensuring huge market for the product
* Efficiently managed setting up C&F agents in the region
* Dexterously planned promotional activities to improve sales

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|  | **Prior Experience** |  |

**Mar’93-Sep’96 with Sah Petroleum Ltd., Mumbai as Sales Executive**

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|  | **Education** |  |

* **Diploma in Sales and Marketing Management** from K.C. College of Management Studies, location in 1994
* **Bachelors in Commerce (Account & Industrial Management)** from Mumbai University in 1992

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|  | **Trainings / Courses** |  |

* Team Building: Good Year India Ltd., Mumbai in 2005
* Developing Selling Skills: Good Year India Ltd., Mumbai in 2004
* Safety Training: Caltex lubricants India Ltd., Mumbai in 2003

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|  | **Personal Details** |  |

**Date of Birth:**  6th November, 1971

**Address :** A-22 Barkha Bahar CH Society, Behind Sai Dham, Thakur Complex, Kandivali (E), Mumbai-400101

**Marital Status:**  Married

**Linguistic Abilities:** English, Hindi, Marathi & Konkani

**Nationality:** Indian

**Passport Details:** E4379278