

SUNIL RAINA

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CAREER GOAL: In pursuit of managerial assignments in Sales, Service & Marketing/ Business Development/ Channel Management with a growth oriented organization of repute.

APERCU

- ✦ Over 20 years of experience in Sales & Marketing, **Channel Management**, Tyre management as a service (**TmaaS**) & Distribution in **Automotive/Logistics/Tyre** industry.
- ✦ Meeting Large Fleets, Assess Customer requirement, handling queries and feedback
- ✦ Administer various discounts and schemes to Dealers
- ✦ Keen planner & implementer with demonstrated abilities in devising marketing activities and accelerating the business growth.
- ✦ Adroit in handling sales through dealer and distribution networks and Customer Relation Management.
- ✦ An effective communicator with excellent relationship building & interpersonal skills. Strong analytical, problem solving & organizational abilities. Possess a flexible & detail oriented attitude.
- ✦ Implement firm policies around recruiting ,staffing, training and customer account management that result in top notch client service as well as positive work environment that fosters a pattern of long term staff retention.
- ✦ Identifying new business opportunities, participate in new business pitches and assist in drafting new business proposals
- ✦ **Handling a Team of sales, commercial and service and motivating them to achieve higher company goals by showing the growth plans.**

KNOWLEDGE PURVIEW

Sales/ Business Development

TYRE MANAGEMENT as a service (**TmaaS**), support functions and Managing PAN INDIA as an independent profit center through efficient sales planning And Highlighting Innovative Features, which manages the life cycle of the tyre on the vehicle from acquisition to scrapping and every step in between.

Developing periodic business plans & strategies, in coordination with macro plans of organization. Assisting in the formulating of strategic plans to enhance sales & marketing operations thereby achieving increased sales growth in **PAN INDIA OPERATIONS**.

Assessing market trends, pricing, competitors' activities and providing continuous feedback to the senior management.

Building amiable relationship with the bulk consumers through rigorous customer contact schedules and keeping them informed about the product line up and right application

Interacting with Fleet owners for business and generate new prospects for tyre management as a service.

Digital solutions/ Promotions/ Marketing

Implementing pre-post marketing activities for providing Demo's of tyres performances.
Implementing sales promotional activities as a part of brand building & market development effort.
Arranging & synchronizing promotional events, and in-shop promotions to penetrate the market.

Channel Management/ Distribution

Developing and appointing new business partners to expand product reach in the market and working in close interaction with the dealers, distributors and Fleet Owners, to assist them to promote the products. Coordinating with the various Dealers to fulfill their requirements and ensure seamless operations. Establishing strong relations with the bulk consumers through rigorous customer contact schedules and keeping them updated about the product line up and right application to fit.

Service Support/CRM

Highlighting Innovative features, which manages the life cycle of tyre on a vehicle

Interfacing with clients and resolving their issues regarding the failure or inefficiency of tires with them for securing repeat business.

Monitor the post service activities like follow up with the customers, service reminders and handling customer grievances for superior customer service.

Responsible for resolving customer complaints on performance bottlenecks and provide value added customer services by attending customer queries and issues.

Reduction in CPKM, Providing tyre and care maintaince solutions to transporters and Right application to fit.

CAREER HIGHLIGHTS

Working as a **CONSULTANT** with **POINT S INDIA PVT LTD**,

ABOUT POINT S

Created in 1971, point S is the world leader in tyre and car maintaince, Based at **FRANCE** with 50 years of history and a retail concept that has been implemented on five continents, with more than 5800 points of sale .The Company is present in 49 countries across the globe and employees around 28500

The group sells over 18 million tyres per year and has a consolidated retail turnover of more than 3.5 billion Euros

JOB RESPONSIBILITIES

- Developing the Point S Network across PAN INDIA
- Negotiating agreements with suppliers
- Negotiating with Key account customers
- Developing and Sourcing Point S private label products
- Creating network
- Managing process of development through CRM programs
- Implementing and monitoring common quality standards in terms of retail operations and services
- Developing new IT solutions in B2B and B2C and information systems
- Coordinating all Point S international policies and facilitating the sharing of best practices between the point S national headquarters at FRANCE

FROM MARCH 2017 TO APRIL 2022.

Worked as a **Astt. General Manager (Sales and Service)** with **Fleeca India PVT LTD**, based at Delhi.

Fleeca Tyre management system is a highly specialized and innovative technology system, It tracks a tyre from the moment of acquisition to scrapping and every step in between.

- **JOB PROFILE**
- Responsible for PAN INDIA OPERATIONS.
- Responsible for achieving sales and service Targets
- Responsible for after sales and service PAN INDIA.
- Responsible for the entire functions of marketing, sales and Inspection of Tyres
- Responsible for providing highest level of services to our Customers in the **AUTOMOTIVE INDUSTRY**.

- Responsible for Providing ENTIRE TYRE MANAGEMENT solutions through innovative Technology.
- Responsible for giving feedback of tyres about their performances.
- Responsible for resolving customer complaints on performance and providing value added TYRE MANAGEMENT AS A SERVICES (**TmaaS**).
- By attending customer queries, issues, for providing Lowest CPKM.
- Responsible for increasing FLEET network,
- Responsible for providing best performing products to the lowest possible CPKM through
- Scrap analyses report, Tyre matching report, Air pressure reports, Tyre rotation report, Vehicle Alignment report. Retread Performance, wear and tear etc.
- Leading and coordinating all aspects of the sales cycle including prospecting, introductory meetings, sales presentations, production of MOU and Proposals.

MAY 2010 –FEB 2017- CONTINENTAL INDIA LTD,(TYRE DIVISION) As a Sr. Area sales Manager (Sales and Service)

Independently handled BHOPAL Branch as a independent profit center through a team of sales, service and commercial.

COMPANY PROFILE

Continental tyre is a MNC established in year 1871, and is the fourth largest tyre company in the world Based at Germany

- **JOB PROFILE**
- Responsible for achieving sales targets
- Responsible for after sales and service of ALL **TYRES**.
- Responsible for the entire functions of marketing, sales and Inspection of Tyres
- Responsible for after sales and service within the territory with frontliners reporting to me.
- Responsible for launching new products in the market
- Responsible for giving feedback of competitors tyres about their performances
- Responsible for resolving customer complaints on performance and providing value added customer services
- By attending customer queries, issues , Claim Settlements of tyres
- Responsible for increasing dealer network, channel sales, market analysis

JUNE 07-APRIL 10

APOLLO TYRES LTD, LUCKNOW as a District manager

JOB PROFILE

- Responsible for increasing dealer network,channel sales,market analysis, backend sales job, sales coordination MIS, analysis of data and preparing reports
- Responsible for achieving the budgeted and stretched targets of the total range of tyres
- Sales forecasting of tyres sales and monitoring timely supply of various models
- Planning sales promotional activities and implementing various schemes in the market for delivering more business
- Responsible for after sales and service of **ALL TYRES (TRUCK-BIAS AND RADIAL,OTR,FARM.LCV,PCR,ETC) and Claim settlement , inspection of tyres,**
- Identifying, validating and proactively pursuing new business opportunities
- To keep track of competitors activities

DEC 03-JUNE 07- Manager

J K TYRE AND INDUSTRIES LTD, Meerut As a Area Sales

JOB PROFILE

- Responsible for after sales and service of **ALL TYRES (TRUCK-BIAS AND RADIAL,OTR,FARM.LCV,PCR,ETC)**
- Responsible for achieving company objectives in terms of
- Dealer appointment/Distribution, market coverage, promotions and planning
- Meeting sales targets, analyzing market, launching new products
- Responsible for resolving customer complaints on performance and providing value added customer services by attending customer queries and issues

- Playing vital role in organizing campaigns, meets,exhibtions,etc.

APRIL 96-DEC 03- MRF LTD, Meerut As Sales supervisor, Jodhpur As Technical Service Engineer

JOB PROFILE

- Responsible for the entire functions of marketing and sales and providing customer service
- Responsible for after sales and service claim settlement /ADJUSTMENT and REJECTION of tyres within the territory with frontliners reporting to me.
- Responsible for after sales and service of **ALL TYRES (TRUCK-BIAS AND RADIAL,OTR,FARM.LCV,PCR,2W,ETC)**
- Responsible for launching new products in the market
- Responsible for giving feedback of competitors tyres about their performances
- Responsible for resolving customer complaints on performance and providing value added customer services
- By attending customer queries and issues

MAY 92-MARCH 96

DABUR INDIA LTD, Delhi. As a professional service representative

JOB PROFILE

- Responsible for Meeting sales targets through dealer network.
- Responsible for Dealer appointment and expansion of dealer network/coverage
- Responsible for dealer development and market development
- Responsible for organizing exhibitions campaigns and fairs

ACADEMIC CREDENTIALS

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|------------------------------------|-----------------------|------|
| Marketing management course | MDI-GURGAON | 2007 |
| 79% | | |
| PG Diploma in marketing Management | IMT-GHAZIBAD | 2001 |
| 85% | | |
| B.sc (electronics) | UNIVERSITY OF KASHMIR | 1992 |
| 83% | | |

ACHIEVEMENTS

Received appreciation letters for achieving sales targets
 Received RADIAL MAN AWARD three years in a row for achieving radial tyre Sales target
 Awarded trip to sirlanka for best sales officer award on achieving sales and collection targets.
 Awarded as the Best Dealer and Distribution network Developer
 Awarded Sales Trip Award for achieving Yearly targets (Hongkong).

RESPONSIBILITIES, ROLE, REPORTING (OVERALL VIEW)

1. Sales Achievements
2. Progress on Daily Business Activities (Daily Call Reports).
3. Problem That Arises in the market
4. To Tracking Progress of fleets on conversions
5. Data Reconciliation.
6. Market Mapping Report
7. ABC Analysis
8. Fitment Survey Report
9. Un Represented Areas Covering
10. Market depth Report
11. Target Vs Achievement

12. Market Potential and % of share Town wise/Dealer wise/Product wise.
13. Customer Retention Report
14. Campaign Calendar Report
15. Competitors Activity Report
16. Product performance Report and Evaluation.
17. inspection of tyres, Scrap analyses, Nsd Report, Air Pressure Report, Alignment and Rotation Report.
18. Technical know how about Tyre care and Maintaince

COMPUTER PROFICIENCY: MS Office - 97, Internet applications, Windows 95, Ms-Dos

PERSONAL PARTICULARS

Languages Known: Hindi, English and Kashmiri

Notice Period: One Month/Immediate.

Marital Status: Married.

Location Preference: Anywhere in India, International

Current CTC: 16.00 Lacs P.A

Expected CTC: Negotiable.