



PERSONAL PROFILE

Acknowledged for strengthening companies to lead in highly competitive markets and delivering innovative sales concepts & strategies.

EDUCATION

Graduation in Commerce from Gujarat University, 2004

CORE COMPETENCIES

Strategic Planning

Sales & Marketing

Business Development

Revenue Expansion

Key Account Management

Client & Stakeholder Engagement

Cross-functional Coordination

Team Building & Leadership

Performance Monitoring & Evaluation

Training & Knowledge Sharing

SOFT SKILLS

Negotiation & Conflict Management

Team Building & Interpersonal Skills

High Business Ethics & Trustworthy

Analytical & Problem-solving

Effective Management Skills

Leadership and Delegation

PROFILE SUMMARY

- **Performance-driven professional** with over a decade of experience in sales and business development, specializing in consumer goods and automobile trade, adept at interacting with top management and implementing regional operational strategies.
- **Business Development Specialist** with excellence in gathering and understanding requirements of clients & other stakeholders (at strategic and tactical levels), followed by translation into functional specifications as well as provisioning of suitable solutions
- **Growth Catalyst** with impressive success in contributing to the success of company progression and amplifying business margin through short-term & long-term sales planning
- **Strong business acumen** with proficiency in collaborating with key decision-makers/ leaders across target organizations and penetrating new markets for revenue expansion & business growth
- Rich exposure in **monitoring sales & distribution network** of the assigned territory which covered sales planning, adherence to sales policies and management of distribution channels as per the requirement
- Keen interest in **analyzing consumer insights**, ascertaining target audience and best way to reach them in the most cost effective & flexible manner with different set of communications and an effective media mix
- **People Leader**, who has successfully led and motivated teams in cross-cultural environment towards growth and success in the organization; created a clear & compelling view of future through coaching and execution
- **A strategist & negotiator** with recognized proficiency in spearheading business to accomplish corporate plans and goals successfully.

ACCOMPLISHMENTS

- Awarded Best Sales Officer in the West Zone (TR Category) for the year 2020-21.
- Successfully appointed the first distributor in the Two Wheel Tyre Category in the region with a sales turnover of 30 Lac SAS.
- Achieved a remarkable 25% growth in sales with the highest deposit level in the region.
- Expanded market reach by appointing new tyre dealers in 8 ghost and 2 shadow towns.
- Consistently surpassed monthly sales targets by achieving 110% to 130% value sales target in the second half of the year 2022-23, along with exceeding 110% target in all 12 segments.
- Recorded a significant 40% growth in sewing machine sales, achieving the highest-ever sales in the assigned territory.
- Received the Golden Club Membership Award in recognition of the best sales performance on a divisional basis.
- Secured the procurement of the single largest government order of more than 10,000 machines from the Government of Gujarat amidst stiff competition.
- Successfully expanded the distribution network by appointing re-distributors.
- Improved dealer productivity by achieving 80% dealer productivity and expanding the dealer base.

PERSONAL DETAILS

Date of Birth: 16th September 1979

Languages Known: English, Hindi, Gujarati

Address: A-102, Pinnacle Apartment , Nr.
H B Kapadia School , TP-44 , New C G
Road, Chandkheda , Ahmedabad , India

WORK EXPERIENCE

J K Tyre & Industries Ltd.: Apr'12- Present

Growth Path:

Sales Officer – April 2012 - August 2017 - Bhavnagar

Sr. Sales Officer – August 2017 - June 2019 - Ahmedabad

Asst. Area Manager –July 2019 - June 2022 - Baroda

Dy. Area Manager –June 2022 to Present

Responsibilities:

- Developing strong market knowledge of existing and potential clients and ensured business growth opportunities aligned to company's strategic plans.
- Initiating and managing strategic partners program, leveraging channel sales including planning, implementing, and tracking projects.
- Designing and executing go-to-market strategy for new product offerings for entry into new markets.
- Strategizing and executing regional operational strategies, setting goals for dealers and distributors.
- Monitoring store KPIs, resolving operational issues, and managing customer relationships effectively.
- Developing implementation plans for customer contracts, leading to increased volume and profitability.
- Spearheading distribution network management and localized promotion activities.
- Enhancing product and service offerings, leading high-value sales, addressing minor details, and identifying areas of improvement in customer service.
- Undertaking business case assessment to enhance channel sales relations, as well as assessing and evaluating new vendor products.

PREVIOUS EXPERIENCE

Usha International Ltd.: 2004- 2012

Growth Path:

S.S.O. Product In charge – 2010 to 2012

Area Sales Executive – 2005 to 2008

Sales Executive - 2004 – 2005

Responsibilities:

- Managed sewing machine operations in the Saurashtra, Kutch, and North Gujarat region.
- Administered a variety of sewing machines, including the USHA-JANOME range of specialized computerized and super-automatic sewing machines, high-speed garment machines, as well as industrial and domestic sewing machines.
- Achieved sales and profit targets, managed channels for both retail and institutional sales, overseeing the distribution network, managing dealers, distributors, and sales staff, planning and implementing localized sales promotion activities, and effectively managing current assets.
- Grew and maintained existing customer and partner relationships in territory by utilizing question based selling methods to ascertain customers' needs to craft relevant solutions / products.
- Facilitated all communications, order processing, and reporting of customer and partner transactions in the territory.
- Maximized sales opportunities, proactively created new opportunities and achieved sales target