



PROFESSIONAL SUMMARY

- Versatile Professional with over 2 decades of Experience in Sales & Marketing.
- Innovative Leader, Planner with Competence in the areas of Product Marketing, Pre Sales, Business Tie-Ups, Business Development, Corporate Sales/B2B Account, Channel Sales, Client Relationship Management & Team Management results driven, self-motivated and resourceful Regional director with a proven ability to develop and strengthen management teams in order to Maximize company profitability and efficiency.
- Experienced leading and growing all sectors of a business to make it a dynamic and progressive Organization, Possessing excellent communication skills and able to establish sustainable and Profitable relationships with customers, suppliers and stakeholders across the world.
- Able to develop and Implement Sales Strategies, Business Plan and Marketing plans with key focus on Profitability and Inter Departmental Coordination, Channel Development and Leveraging Strong Business Relationships with Customers; Vast Experience in Managing Large Enterprise Accounts.

Sales & Marketing: *Managing Sales and Marketing Operations and Ensuring Accomplishment of set Business Targets for the area. Successfully Meeting the ever-Increasing Competition from Organized and Unorganized Sector, Market Research & Analysis Placements and Promotions.*

Business Development: *Evolving Market Segmentation and Developing Segmentation Profitability Analysis Business Strategies & Opportunities to Achieve Desired Targets.*

Channel/Distribution Management: *Network Enhancements Channel Need Analysis, Developing and Appointing New Business Partners to Expand Product Reach in the Market.*

Client Servicing: *Managing Customer Service Operations for Rendering and Achieving Quality Services. Overseeing the Resolution of Customer Complaints on Performance Bottlenecks. Monitoring the Post Service Activities like follow up with the Customers, Service Reminders and Handling Customer Grievances for Superior Customer Service.*

Team Management: *Providing Direction, Motivation and Training to the field Sales Team for Ensuring Optimum Performance for all Operational Sales-Related Issues, Identification of Potential High Performers and Second-Line Development.*

Key Account Management: *Functional Management Query Resolution & Solution Providing Relationship Management, Team Management, Product Management, Branch Operations.*

Educational Qualification

- Master of labor Management (MLM) – Madurai Kamarajar University – 2000 to 2002,
- Bachelor of Business Management (BBM) – Madurai Kamarajar University – 1997 to 2000,
- I T I Mechanical Fitter – St.Johns Institute, Marthandam – 1995 to 1997,
- Higher Secondary – V K P Higher Secondary School, Colachel – From 1995

- **Computer Skills:** Ms Office, M S Excel M S Word System Integrations, Data Entry Operations Software Installations, Servicing, Networking, Training and Solutions.

KEY SKILLS AND COMPETENCIES

A motivated team player who is results driven.

Comprehensive understanding of financial management principles.

Entrepreneurial with commercial acumen and excellent management skills.

Strong leadership's skills in board governance, new business development.

Results-oriented with a positive outlook and a clear focus on high quality business profit.

- Proposed and gained the company's Main Board acceptance to revised bonus schemes for Sales staff.
- Reduced costs in purchases
- Involved in developing a new sales incentive scheme that was adopted across our company.
- Responsible for forecasting market trends.
- Making the products and services are supplied to customers on time.
- Involved in the training of new sales staff.
- Maintaining stocks.
- Clearing and forwarding
- Transporting
- Goods booking and delivery
- Salary crediting for staffs
- Preparing sales invoice, delivery notes, credit notes, debit notes,
- Maintain cash and bank duties
- Collecting outstanding dues

CAREER HISTORY

The Sahasra Groups - General Manager-Business Development/Production, Inventory Jul2018toTill.

Products: LED Lightings, Retail Pos Systems, Safes, Cotton Fabrics, 3M-Water Softeners,

Accountabilities:

Areas Covered: All over Tamil Nadu,

- Identify Opportunities for Campaigns, Services (Cold Call/Mailer/Callouts) as Appropriate within Market or Geographic area, That Will Lead to an Increase Sales. Keeping control of business expenditure, ensuring its agreed budgets. Results-oriented with a positive outlook, clear focus on high quality business profit.
- Direct all Operational aspects of the Region Sales, AMC, ASC, Distribution, Customer Support Services, Human Resources, Administration are in a Manner that Supports Reaching the Goals.
- Manage Distributor/Dealer Issue, Regular Review with Customer in Regard to Service Performance and Businesses Growth. Take Orders and Collections; achieve targets, Mapping, Generate, Identify & Evaluate New Business Opportunities, and Clear Understanding on Service Level Agreement & Customer Needs.
- Coordinating closely internal support functions to enhance Strengthen Customer Engagement, Relationship, Forecasting, Meeting Monthly Business, w.r.t.Volume, Gross Revenue Discount Spends.
- Preparation of Business Plans / Schemes for the Top Management of the Channel Partners and Commercial Negotiations and Finalization of Business/Promotional Plans, Responsibilities Include Planning for Inventory, Stores Management, Collections and Project Management.
- Collate Information on Competitors, Economic Trends, Product Performance, Market Presence, and Brand Position vis-à-vis Competition, Acc Mapping by Charting the Client Organization Hierarchy for each Division/Location/Region, to identify key Persons Decision Makers, Influencers, etc.
- Entrepreneurial commercial acumen and excellent management skills. Responsible for Entire Sales Cycle Starting from Lead Identification, Proposal & Present Preparing Various Kinds of dynamic professional with 2decades of experience in Retail Operations Management, Business Development, Customer Relationship Management, Team Management MIS Reports to Top Management for Effective Decision Making.

Indus Groups Coimbatore – Field Executive Officer (Chanel Development) April 2014 to June 2018

Products: Telecommunication Network – BSNL, AIRTEL, AIRCEL, MTS, VODAFONE

Accountabilities:

Areas Covered: Tamil Nadu, Kerala

- Supervised a team of Chanel Partners, conducting recruitment and evaluations. Develop and Plan Business Strategies to Attain Company's Sales Goals, Responsible for the support, productivity, efficiency, cost reduction of communications equipment and network Required extensive travel & relationship-building as team members were spread across Tamilnadu and Kerala.
- Developed and initiated Inventory database to monitor and control telecommunication expenses. Initiated and completed negotiations for vendor contracts encompassing all aspects of the region's telecommunication needs. Designed developed telecommunications management system to track equipment inventory services.
- Cultivating the company reputation in the market, customer's suppliers. Identifying, developing and directing the implementation business strategy, involved planning, organizing the organization's activities to achieve targets .Responsible for Profit & Loss responsibility for the business. In charge of leading, motivating and developing the management team. Liaising with officials of government departments and regulatory bodies.

Gemini Communications – Senior Territory Executive/Operations April 2012 to March 2014

Products: Microsoft Products, ERP, Firewalls, Antivirus, Branded Servers, Desktops/Laptops

Accountabilities:

Areas Covered: Tamil Nadu, Kerala

- To Maintain Good Relationship with Dealer Network by Initiating Steps to Provide Timely Technical Support, Increase Dealer and Corporate Sales Performance, Profitability etc.
- Planning and Ensuring Timely Execution of the Orders, Handling Various Corporate (B2B) Sectors, NGOs and Colleges, Schools, and all Whole Sale, Retail outlets, end to end Solutions.
- Seeking assignments in Retail Operations and Category Management – Merchandising with a growth oriented organization of repute. Develop and Implement Sales and Profitability Plans
- Evaluating Dealer Performance and keep them updated about the same from Time to Time. To Establish Enforce Pricing Policy that Balances Sales Volume and Dealer Loyalty.
- Recruiting, Leading, Mentoring & Monitoring the Performance of Team Members to Ensure Process Efficiency and Meeting of Individual & Group Targets.
- Creating, Sustaining a Dynamic Environment that Fosters Development Opportunities, Motivates High Performance amongst Team Members, MIS Reports to Top Management for Effective Decision Making.

TVS Electronics –Branch Manager–Customer Support/Product Training Apr 2004 to Mar 2012

Products : Retail Point of Systems, (R POS) T V S E-Peripherals

Accountabilities:

Area Covered: Tamil Nadu, Kerala, Karnataka

- Optimization of Business Growth by Identification of New Retailers / Customers and Bidding Channels, Monitoring Performance to Achieve Targets & Ensure Revenue Generation, Setting up and managing the Diversified Channels Including Retail Outlets i.e.
- Managing overall Business Operations with Key Focus on Top-Line, Bottom-Line Performance to Increase Sales Growth. Managed 55 executives in the region at present are in operation for more than 11 years.
- POS Channel, System Integrator, Software Developer, Distributors, Resellers, Large Format Retailers to Attain Consistent Result. Execution of Activities for the Retail Partners in Exhibitions, Road-Shows Training Programmed etc. to Enhance the Awareness of TVS-E Products Available at Very Competitive Prices.
- Responsible for Post Sale Services like moving the Customer to next levels such as Stocking, Inventory, Purchase Order, Purchase Receipts, Cash sales, Credit sales, Reports, other Modules available in the System, Successfully analyzed the stock of the sales percentage. preparing Stocks Inventory, MIS Reports.
- Coordinated with customers, employees and assisted in sales of products in a retail environment, Assisted customers and answered all queries provided necessary resolutions. Recommended products to customers and explained them all services, products to customers. ensured a clean and neat work area at all times.
- Automated over 100000 Retail Shops in Tamilnadu and achieved 100% Success.

Larsen & Toubro – Bangalore Store Manager – Stock, Material Management Apr2002 to Mar2004

Accountabilities:

- Responsible of Inward & Outward Materials, Service materials. Planning and controlling of the day-to-day Activities of Stores and intimate to company for any new material requirement.
- Managing Stores Operations Ensuring Optimum Inventory Levels to Achieve Maximum Cost Savings without Hampering the Production Process and store expense management.
- Making Store profitability report moving material every month, monthly Stock Statement and material consumption report weekly, monthly and received faulty materials.
- Issue Material from Credit Request Note (CRN) for authorized Suppliers and Stores against Material Issue Vouchers (MIV) as Approved by Responsible Engineers,
- Moving the Materials to Goods Inward Inspection Area and offering the Supplier Documents to Quality Engineering Department for Quality Verification.
- Preparing Monthly Raw Material Indent on the Basis of Production Plan & Available Stock & Forwarded it to Purchase Dept. & follow up the same up to Delivery of Raw Material.
- Maintain Filing System and Records as Necessary for Material Traceability and Control. Initiate Actions to Identify and Dispose of all Scrap Material.

Usha Fire Safety (Usha Groups-Chennai) Dispatching Executive-Leads Generation Mar2000 to Mar2002

Products: Fire Safety Equipments, Fire Awareness Seminars, Construction Materials

Accountabilities:

- Interacting with Regular Clients and Generating Lead of New Clients.
- Price Negotiation for Enrolling the Client, Handling the Channel / Dealer / Distributor Network.
- Exploring Potential Markets by Identifying New Corporate / Industrial Clients.
- Meeting with Dealers and Continuous follow-up for Business, conducting fire awareness programmed.
- Managing All the Activity like Sales, Marketing, Service, and Material Delivery, & Payment Collection.

TIMES OF INDIA – Coimbatore

Part time employee for Jan2015 to Dec2019 – Refer: Mr.Ganesan Zonel Manager

Accountabilities: *Area Visiting, Corporate adds collecting, Content Solutions Providing, Editing as per our pattern customer requirement satisfaction, Reporting, monthly subscription distribution, magazine distribution and client database management.*

Personal Particulars

Name	: P N SHRINIVASAN
Date of Birth	: 07 February 1979
Sex	: Male
Marital Status	: Married
Lankauges	: Tamil, English, Malayalam
Father's Name	: S Ponnaiah Nadarajan
Nationality	: Indian, Hindu
Address	: 13, T V Samy Road East, : R S Puram P.O, Coimbatore-641002.

DATE:

P N SHRINIVASAN