



Praveen Chandrakar

A versatile, accomplished & goal-oriented professional with 14 years of experience in Sales, Business Development, Key Account Management, Channel & Dealer Management, Revenue Generation, Pre-sales, P&L Management, Stakeholder Engagement, Client Relationship Management, Training & Development and People Management with proven track record of delivering consistent business results through adept leadership and application of sound management practice

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Core Competencies

Strategic Sales & Marketing	P&L Management
Market Research & Analytics	Profit Centre Management
Strategy & Policy Formulation	Customer Relationship Management
Channel Management	Strategic Alliances & Partnerships
Customer & Market Acquisition	Team Building & Leadership



Profile Summary

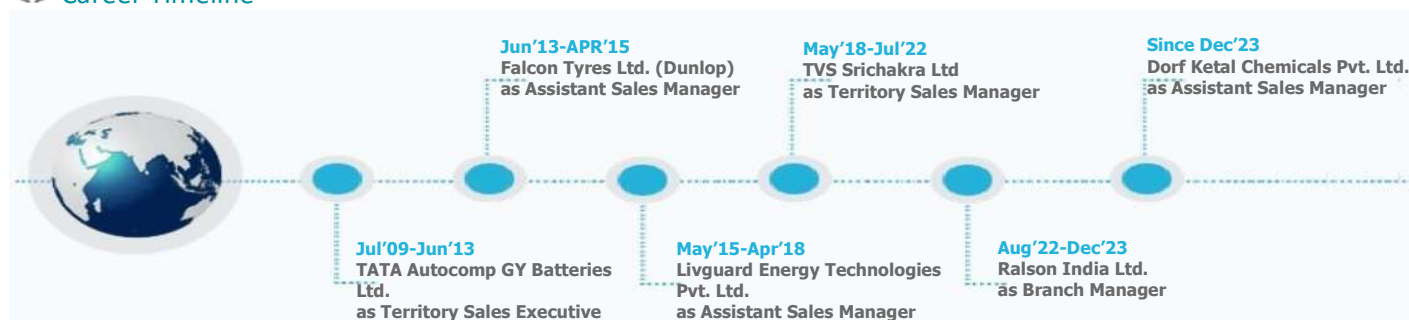
- **Currently leading a team of 9 members & driving them towards process efficiency; managing the complete business portfolio of entire Madhya Pradesh state.**
- **Turnaround Specialist and Change Manager with a proven record of stamping success** in organization and delivering significant profits
- **P&L Driver & Revenue Accelerator:** Drove the operations for the organization, employed a pragmatic approach and catapulted the profits
- **Leader & Organizational Change Agent**, delivering business results focused on improving business processes to improve reliability, increase simplicity, and enable scalable growth
- **Regions Managed:** Madhya Pradesh, Part of Gujrat, Chhattisgarh, & Part of Maharashtra
- **Products Managed:** Tyres of 2 & 3 Wheeler, Batteries of Automotive & Inverter range
- **Known for augmenting growth, generating new business and devising & executing business plans** by leveraging comprehensive understanding of the dynamics of the industry
- **Proficient in sales projections, budgets, cost-control systems & standardized procedures** designed for stable operations & bottom-line profits; strategic leader with capabilities in accelerating growth & improving profits
- **Skills in determining a business unit's mission & strategic direction;** capability to formulate and implement tactical initiatives as well as strategic advices to partners for achieving corporate strategic goals
- **Led business planning & performance management of channel partners**, including development and execution of joint sales plans, local area marketing, staff coaching, recruitment and hosting constructive meetings
- **Delivered a high-quality customer experience, elevated customer satisfaction**, while adhering to the SLAs & work processes
- **Team-based management style coupled with the zeal to drive visions into reality;** an effective leader with excellent motivational skills to sustain growth momentum while motivating peak performances
- **An effective communicator with strong relationship management skills** with the capability to relate to people at any level of business and management across the globe; possess excellent analytical and negotiation skills



Soft Skills



Career Timeline



Role:

- Spearheading the end-to-end Sales & Marketing, Business Development, Channel & Distribution Management, Key Account Management, Revenue Generation, P&L Management, Promotional Activities, Budgeting, Brand Management, Client Relationship Management, Training & Development & People Management
- Devising & implementing sales initiatives to achieve the desired targets
- Analyzing the market trends & sales performance through channels & other critical trends
- Evaluating the performance of distributor's & dealer's sales and marketing activities
- Conducting training & development sessions to enhance the awareness of products
- Reviewing & monitoring staff productivity to ensure optimum sales growth
- Steering the formulation and implementation of corporate strategies for achievement of top-line & bottom line targets
- Developing and effectuating competitive selling programs to improve product awareness and enhance growth
- Coordinating with financially strong and reliable channel partners, resulting in deeper market penetration

- Administering business operations for the profit centre with a view to realize pre-planning sales and revenue targets; formulating profit centre budget for operational / business development activities
- Ensuring the successful accomplishment of pre-set business targets in face of growing competition; identifying the prospective clients, generating business from new accounts and developing them to achieve profitability
- Overcoming complex business challenges and making high-stakes decisions using experience-backed judgment, strong work-ethics & irreproachable integrity; driving business through key accounts and establishing strategic partnerships to increase revenue
- Conceptualizing competitive business development strategies to develop market share for achievement of revenue & profitability targets and making the business viable for partners by ensuring healthy ROI
- Implementing sales & marketing activities that can create a positive experience for clients; reaching out to new & unexplored segments to revitalize stagnant & declining business
- Providing consistent partner management to ensure partners developed their sales & pre-sales in-line with designed strategy
- Executing plans to reach out unexplored market segments & customer groups using market segmentation & penetration strategies for business expansion

Highlights:



IT Skills

- MS Windows & Office
- SAP BASIC, & DMS Applications
- Internet Applications



Academic Details

- MBA from Indira School of Career Studies, Pune in 2009
- B.E. from K.C.E.S. C.O.E.I.T., Jalgaon (N.M.U.) in 2006



Personal Details

Date of Birth : 08th Feb 1985
Marital Status : Married
Languages Known : English, Hindi, Chhatisgarhi
Address : 106/6, Shalimar Malwa Enclave Society, Indore- 452001

Business Internship

- Technical Training at TVS Srichakra Ltd.
- Sales Effectiveness Work Shop at TVS Srichakra Ltd.
- Technical Training at TATA Autocomp GY Batteries Ltd.
- Undergone a 250-hour comprehensive performance-based Leadership Development Programme by Stratecent Consulting.
- Programme on Business Etiquette and Grooming by Ecole Solitaire.