RAJIV KAUSHIK

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*Seeking managerial assignments in Sales & Marketing, Business Development / Brand Management, Relationship Management and Team Management with an organizational of repute*

*PROFESSIONAL SNAPSHOT*

* A competent professional with *over 35 years* of experience in *Sales & Marketing, Business Development / Brand Management, Relationship Management and Team Management.*
* Presently working with ATC Tire Pvt Ltd as AGM (North-2) based at Chandigarh
* **Worked as Sales Manager with Goodyear India Ltd. Looking after Punjab, J&K, Chandigarh and HP**
* Abilities in tracking competitor’s activities and providing valuable inputs for product enhancement in order to

increase sales.

* Proficient in maintaining healthy relations with clients in implementing periodic business plans for enhancing service delivery to generate business avenues.
* A self-motivated with excellent communication, analytical, relationship management and problem-solving skills.
* *P.G Diploma in Sales & Marketing Management from Board of Technical Education, (U.P) in 1989*

*CORE COMPETENCIES*

*Sales & Marketing*

* Analyzing latest marketing trends and tracking competitors’ activities and providing valuable inputs for fine

Tuning sales & marketing strategies.

* Implementing competitive strategies for generating sales, developing & expanding market share towards the achievement of revenue & profitability targets.
* Utilizing market information & personal network to develop marketing intelligence for generating relevant leads and accomplishing targets.

*Business Development / Brand Management*

* Effectuating sales promotion activities like publicity campaigns for enhancing awareness & visibility as a part of market development effort.
* Devising & implementing pre & post marketing activities for successful launch of new products in markets; managing products and expanding markets for the same.
* Identifying prospective clients by extensive study of market trends and demand & supply analysis and mapping requirements adding to business growth.

*Relationship Management*

* Ensuring maintenance of excellent relations with clients & service delivery to generate avenues for additional business and retaining customers for future.
* Monitoring the speedy resolution of client queries & grievances to maximize satisfaction levels.

*Team Management*

* Leading, mentoring & monitoring the performance of the team to ensure efficiency in process operations and meeting of individual & group targets.
* Identifying & implementing strategies for building team effectiveness by promoting a spirit.

*ORGANISATIONAL EXPERIENCE*

JAN99 – Till Date Goodyear India Ltd Sales Manager Working as Sales Manager Since August 2014.

*Notable Accomplishments;*

***-Supervising Team of 6 Territory in charge and one trainee in Srinagar. Looking after Punjab, J&K, Chandigarh and HP Market. Handling Car radial tyres sale.***

* Achieved 100 % target
* Given 10% Growth over Last Year
* Increase better Mix in 2019 vs 2018
* Conducted promotional campaign in Farm & radial in all major towns.
* Achieved Bangkok trip in 2005 and 2018.
* Got several appreciation letters from company time to time.
* Supervised Dehradun depot.
* Created very good network of from and radial tyres in western up market.
* Handling TSE.
* Handling Car Radial Tyres of Goodyear India Ltd.
* Now posted at Ludhiana Market and Covering half of Punjab since Last 4 Years.
* Handling Distributor Primary and Secondary Sale.
* Conducting Sales Promotions.

JULY’ 92 –JAN. ‘99 MRF Ltd (Tyre Division) up to 1999 TSE

*Regions Handled*: Bihar & U.P(West) and Uttaranchal Market Notable Accomplishments:

* Handle total sales activity of Bareilly Depo.
* Handle TSE (Service)
* Worked in Bihar Market & Achieved 100% target every month.
* Conducted promotional meets in Truck, Farm, LCV & radial.
* Achieved 100% sales target of Bareilly depot every year.
* Appointed 10 exclusive dealers in Bailey depot

JULY ’89 – JULY.92 Eureka Forbes Ltd, Ranchi Group Leader & Sales Supervisor

*Notable Accomplishments*

* Sold more them 500 Vacuum cleaners in Ranchi Market
* Supervise team of 10 Sales Representative.
* Did door to door sale.
* Conducted Customer Meets.

*ACADEMIC CREDENTIALS*

* P.G Diploma in Sales & Marketing Management from Board of Technical Education, (U.P) in 1989
* B.Sc. from University of Garhwal, Srinagar (Uttaranchal) in 1988

*PERSONAL DETAILS*

Date of Birth : 5Th May 1966

Address : Flat number 248, SBP Gardenia , Nijjar Road, Sector 126, Greater Mohali, Punjab

**Notice Period - 3 Months (Gross salary condition from Either Side) Preferred Posting--Chandigarh**

Rajiv Kaushik