**ABHAY DWIVEDI**

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**Scaling new heights of success with hard work & dedication and leaving a mark of excellence on every step**

**Business Development / Sales & Marketing / Strategic Planning**

**PROFILE SUMMARY**

* A focussed and result oriented professional with **12 years of rich experience** in:

**Business Development**

**Sales & Marketing**

**Strategic Planning**

**Dealer Management**

**Team Management**

**Customer Retention**

**Market Analysis**

**New Product Launch**

**Liaison & Coordination**

* **Experience in charting** out sales strategies, contributing towards enhancing business volumes & growth and achieving revenue and profitability norms
* **A proactive leader** and planner with expertise in strategic planning and market planning
* **Expert in identifying** & adopting emerging trends & addressing industry requirements to achieve organizational objectives
* **Competent in providing** effective solutions in line with the customer’s needs, with an aim to improve customer contentment and attain consequently customer loyalty, repeat and referral business
* **An excellent communicator** with exceptional presentation & problem solving skills & abilities in fostering business partnerships in market

**CORE COMPETENCIES**

**Sales & Marketing**

* Identifying new streams for revenue growth & developing plans to build consumer preference; conducting competitor analysis by constantly keeping abreast with market trends and achieving market share metrics
* Promoting new products; ensuring their availability, distribution & market development; using sales forecasting to ensure the sale & profitability of products; analysing business developments & monitoring market trends

**Business Development**

* Achieving pre-set sales targets by implementing competent business strategies to market and providing valuable inputs for fine tuning sales & marketing strategies; generating business from the existing accounts, achieving profitability and increased sales growth
* Identifying prospective business, establishing strategic partnership & alliances; evaluating business potential, conceptualizing & executing strategies to drive sales, augment turnover and achieve desired targets

**Strategic Planning**

* Developing sales promo strategies, implementing advertisement and sales promotion schemes as per market needs and forecasting the market trends; formulating & implementing launch plans for new states and cities with the objective of strengthening brand equity
* Interfacing with senior management and heads of department for implementing administrative policies & procedures in line with core organisational objectives

**Dealer Management**

* Identifying & networking with financially strong & reliable dealers, resulting in deeper market penetration
* Updating on the availability of new products, driving sales efforts throughout sales force and distributor channels and evaluating performance & monitoring channel sales and marketing activities

**ORGANISATIONAL EXPERIENCE**

Since Mar'19 to present. **Rubber King Tyre Pvt.Ltd.,Senior Marketing Manager(National), Ahmedabad**

Role;

. Looking after Sales and Marketing in Pan India for Major tyre leading manufacturer Companies .

. Business to Business.

. Expansion of OEM's as well as replacement market.

. Appointment or Develop of New Dealer and Distributor.

. Generating sales lead.

. Attending Expo's for Forklifts tyres i.e. Solid Tyres.

. Business to Business as well as Business to customer in Solid tyres.

**Since Jan’18 to till Dec’18 Self ,Neutral Diesel Fuel Injection Pumps Workshop, Jabalpur**

**Role:**

* Taken 1.5 months Bosch technical all-rounder training (BTA) programme covering Diesel Fuel Injection systems, Gasoline, Auto Electricals, Battery Management, Vehicle Diagnosis & other Bosch Product.
* Customer conversion, acquisition retention , sales & Service.

**Since Dec’13 to Dec’17 Ceat Tyres, Gurugram Fleet Manager**

**Role:**

* Fleet sales and claim tyres inspection.
* Dealer, fleet and corporate sales. Channel management and expansion.
* Handling key accounts (100 plus vehicle customers) directly to improve their depth. Average sales to these accounts 1500 tyres per month
* Leading & directing the dealers as well as sales staff for achieving targets and setting sales target
* Carrying out sales promotional activities in the territory (Government Departments)
* Participating in consumer interaction, new product launches, road shows, consumer awareness, trade displays, etc.
* Analyse business potential ,conceptualise and execute strategies to drive sales, augment turnover and achieved desired targets.
* Providing after sales support to all OEM’S/STU’S .Also providing technical training to all their Dealers/service Perssonel.
* Identify new market segments & tap profitable business oppurtunities.
* Monitor competitor activities and devise effective counter measures.
* Capturing customer voice & implement activities based on customer feedback.
* Trapping of additional sale through road construction parties and trailors.
* Ensuring speedy resolution of queries & grievances to maximise client satisfaction level.
* Demand generation by focused consumer activities.

**Oct’12 to Nov’13 JK Tyres & Industries Ltd., Bhopal**

Oct’12 to Jan’13 **Sr. Sales & Service Engineer (Truck Radial)**

Jan’13 to Nov’13 **Sr. Sales Officer (All Tyre Categories)**

**Role:**

* Enhanced network coverage by appointing new dealer, sub-dealer and operating branches
* Leading & directing the dealers as well as sales staff for achieving targets and setting sales target
* Carrying out sales promotional activities in the territory .
* Participating in consumer interaction, new product launches, road shows, consumer awareness, trade displays, etc
* Handling sales, channel development & fleet sales, all activities related to business development.
* Revive dealers as well as customer’s.

**Dec’07 to Sep’12 Birla Tyres, Jabalpur as Senior Sales Engineer**

**Role:**

* Responsible for Claim Tyre inspection of Nylon & Radial
* Developed & implemented strategies to increase customer acquisition as well as retention
* Leading a team of service professionals in Mahakaushal region comprising of Baghelkhand.
* Taking the sales and service to new heights leading to customer satisfaction and delight.
* Proactive support to sales to achieve their target.
* Launch truck radials as well as two wheeler tyres in concerned region.

**PREVIOUS EXPERIENCE**

**Jan’07 to Dec’07 Axis Bank, Jabalpur as Sales Team Manager**

*(Led & directed a team of 14 sales executives)*

**Jan’05 to Dec’06 HDFC Bank, Bhopal / Jabalpur as Senior Sales Officer**

* **Convincing customers for credit cards as well as CASA.**

**PROJECT UNDERTAKEN**

* Awareness of Quality Milk Product for Jabalpur Milk Federation at Jabalpur Milk Co-operative Society (Sanchi Milk)
* Awareness of Bheraghat in Metro Cities (Under progress by UIM)
* Retail Audit (Amba Ji Super Market, Jabalpur)
* Retail Audit (Priydarshni Super Market, Jabalpur)

**TRAINING UNDERTAKEN**

Organization: **ICICI Prudential Life Insurance, Mumbai**

Title: Market Research on Customer's Awareness of Life Insurance) 2004

Organization: **Ashok Leyland, Chennai**

Title: Vehicle Familiarization(2010 through Birla tyres & 2014 through Ceat tyres)

Organization: **Bosch ltd ,Pune**

Title: Taken 1.5 months (2018) **Bosch technical all-rounder training (BTA)** programme covering Diesel Fuel Injection systems, Gasoline, Auto Electricals, Battery Management, Vehicle Diagnosis & other Bosch Product.

**EDUCATION**

2006 MBA (**Marketing Management**) from Rani Durgavati University, Jabalpur (MP)

2000 B.Com. (Management) from GS Arts & Commerce College, RD University, Jabalpur (MP)

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**IT SKILLS**

* Proficient in MS Office (Word, Excel & PowerPoint) and Internet Applications

**PERSONAL DETAILS**

Date of Birth: 1st May, 1978

Address: 1045/1 Ranital chowk Jabalpur – 482001 MP

Languages Known: English & Hindi

Location Preference: Madhya Pradesh / Chhattisgarh

**Declaration :**

 I hereby declare that all the information given by me is correct & true to the best of my knowledge.

Date : 20/01/20

Place: Ahmedabad **(ABHAY DWIVEDI)**

**Reference**: Mr. Ravi Bhushan- Birla Tyres National Head Customer care (Sales & Service Department)

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