

# G.GANESAN

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## Senior Management Professional-

Sales & Marketing - Strategic Planning - Business Development – Channel development & Management  
, Distribution of goods and Management.

### AN OVERVIEW

SINCE DECE- 2014 I AM ASSOCIATED WITH GOODYEAR INDIA LTD. AS A AREA SALES MANAGER BASED AT SALEM AND TAKING CARE OF TAMIL NADU , PONDICHERRY AND KERALA MARKETS FOR FARM AND TRUCK BUSINESS.

- ✦ A result oriented professional with 19 years of progressive management experience in multi dimensional arenas of Sales and Marketing with various reputed organisation.
- ✦ Experienced in accomplishing sales targets, strategising direct marketing plans, providing necessary assistance & ensuring achievement of the organisational revenue targets in budgeted parameters.
- ✦ Deft in turning around underperforming business & enhancing the value of operating business units through process improvements focused on sales & best practice identification and implementation.
- ✦ Adroit in driving business by effective relationship management & delivery of value added service.
- ✦ Energetic leader and an effective communicator with excellent negotiation skills and known for ability to envision and create successful outcomes in complex & multicultural environment.

### CORE COMPETENCIES

#### Strategic Planning:

- ✦ Participating in the decision making process for formulating sales and marketing policies.
- ✦ Identifying marketing initiative through customer research for developing targeting and segmentation plans.
- ✦ Individually handling all the regulatory authorities like Excise Department along with the entire sales operations for the assigned territory.

#### Sales and Marketing:

- ✦ Conceptualising and efficiently implementing innovative plans for accomplishment of pre-designated targets from the assigned territories as per the requirement.
- ✦ Forecasting sales targets and executing them in a given time frame thereby enhancing existing clientele.
- ✦ Suggesting and implementing new schemes for sales promotional activities.

#### Business Development:

- ✦ Conducting market survey & feasibility study and estimated business potential at various locations for devising business development strategies to build customer preference & augment marketing evolution of domestic markets.
- ✦ Developing various sales documents and procedures in accordance with the various statutory requirements.
- ✦ Identifying prospective clients by extensive study of market trends and mapping requirements adding to business growth.

#### Channel Management:

- ✦ Identifying and networking with financially strong and reliable distributors/ dealers, resulting in deeper and wider market penetration.
- ✦ Evaluating performance & monitoring distributor sales and marketing activities.
- ✦ Developing and appointing new channel partners to expand product reach in the market and coordinating with the dealers & distributors to assist them to promote the product.

**Roll and Responsibilities of Current Organization :-**

1. Distribution Management.
2. Monitoring Distributor as well as Direct Channel Partners.
3. Adequate inventory management with distributor and direct channel partners to cater the Market requirement .
4. Developing new Associate dealers in the assigned territory.
5. Funds and collection Management .
6. Organizing campaigns and melas to create the awareness with the farming community.
7. Organizing and participating all service camps along with all OEMs.
8. Identifying the new markets and create the new channel partners to penetrate the market.
9. Meeting Fleet operators for product promotion.
10. Organizing tractor Mechanic Meet for product promotion.
11. Meet the Govt and Co- Operative Sugar Mill units for effective product promotion.
12. Monitoring competitor activities and Operating various schemes depends upon the market need.
13. Monitoring and guiding the DSRs .

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**APRIL-12 TO DEC-2014 with FALCON TYRES ( DUNLOP TYRES Two and 3 Wheeler tyre manufacturers) as AREA SALES MANGER at COIMBATORE and taking care of entire SOUTH TAMIL NADU.**

**HIGHLIGHTS:-**

- ✚ Handling C&F & Distribution operation in effective manner to optimize the cost and increase the revenue by way off effective cost control methodologies.
- ✚ Enhance the Channel partner's network in Coimbatore as well as Madurai markets for enhance the volume as well as market share from 19 % to 23 %.
- ✚ Conducting various campaigns and other promotional events to cater the new markets and enhance the visibility of the product and create the awareness in the prospective buyers mind.
- ✚ Monitoring competitor activities and timely intimating to higher ups to take the counter action against them to protect our volume and keep stand our brand in the front line without any setback.
- ✚ Effective control on man management.
- ✚ Effective management in inventory.
- ✚ Effective channel management and resolving them compliance then and there.
- ✚ To maintain the close relationship with competitors and other industry peoples for getting market information to adopt our day to day functions.
- ✚ An active member of new product launches to implement new strategies, market survey, feedback and giving reports for continuous improvement of products
- ✚ An efficient member of dealer meet (Domestic & International) for organising & coordination.
- ✚ Key strategies developed to build business comprised of Business plan framing with the dealer includes sales target, booking target, manpower target, working capital for the business, Infrastructure related developments will be discussed and freeze at the starting of the Year and this will be the goal

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**May'07 to Dec'11 with INTERNATIONAL TRACTORS LIMITED, TRICHY & MADURAI as AREA MANAGER (Sales)**

**Highlights:**

- ✦ Managed frequent meets with banks, financiers, local mechanics, influencers, prominent personalities and local parts stockiest along with dealer personnel/ company demonstrators to create better rapport with them.
- ✦ Carried out frequent analysis in the market about competitor's strategy and also planning for counter strategy.
- ✦ Carried out regular training to Local mechanics, business associates, and dealer sales force about New products, new feature added in the product.
- ✦ Identified and appointed 10 dealers in various locations of Tamil Nadu as per the company requirement.
- ✦ Efficiently gained 20% market share in all ITL Launched areas and effective manner.
- ✦ Managing 14 dealers in 15 districts and overseeing the entire dealers' sales management for the better and effective penetration of the product.
- ✦ Carried out regular training to Local mechanics, Business associates, dealer sales force about New products, New Feature added in the product.

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**Mar'05 to Mar'07 with BIRLA TYRES LTD., MADURAI as Senior Marketing Executive.**

**Highlights:**

- ✦ Efficiently identified and accordingly appointed 4 dealers..
- ✦ Significantly increased the dealers network within a span of 4 Months by conducting aggressive field activities.
- ✦ Played a key role in enhancing the distribution network by adding new dealers and fleet accounts.
- ✦ Instrumental in increasing the market share up to 10% from the existing level.
- ✦ Pivotal in enhancing the market coverage by 10% from the existing level.
- ✦ Enhanced the end users network and increased the depot average by 18 % over the period of 2005-2006.
- ✦ Key clients Handled: Big Fleet Operators like St. John Transports, Sri Hari Balakrishna Transports.

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**May'03 to Mar'05 with JK TYRES LTD., NAMAKKAL as SR.SALES OFFICER**

**Highlights:**

- ✦ Administering the two C & F agents and conducting stock planning and overseeing the functions pertaining to inventory management
- ✦ Monitoring competitor activities and reporting the same to top managements.
- ✦ Ensuring the better service to the dealers and end-users and resolving the concerns or problems of the channel partners as well as consumers.
- ✦ Controlling and maintaining the market operation price for better formulation and implementation of strategies.
- ✦ Enhance the Channel partners and end users net work by way of conducting various field activities.
- ✦ Frequent meet with fleet operators to maintain good relationship for promoting our products.
- ✦ Convert the large fleet accounts to our fold from the existing brands.
- ✦ Organising the fleet operators meet at Namakkal for gathering their support to us and creating better awareness towards our product.

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**Aug. 98 to May -03 with L.G.BALAKRISHNAN & BROS LTD., DINDIGUL AS ADMINISTRATIVE OFFICER.**

**Highlights**

- ✦ Act as a Profit centre Head.

- ✚ Instrumental in developing tow new revenue branches at DHARAPURAM AND UDUMALPET areas.
- ✚ Took structured and meticulous approach in increasing the market coverage by 25 % over the previous period.
- ✚ Successfully enhanced the profitability by way of optimizing the expenses and effective utilization of men and mechanical power.
- ✚ To initiate the Mobile Fuel Pump calibration unit at DINDIGUL , through this business activation that I have generate the additional revenue of Rs. 2 lacs to the management. And in spit of the stiff competition as well as credit market that I have generate monthly 50 pumps with cash and carry basis.
- ✚ To know the each and every bus and lorry operators in my operational area and maintain the very close and cordial relationship with them to keep our fold.
- ✚ To manger the very large no of agents net work and resolve them issues then and there for smooth functioning of the entire sales system.

## IT FORTE

- ✚ Well versed with MS Office and Internet Applications.

## SCHOLASTICS

- 1990    **B.Sc., in Botany** from Bharathidasan University, Trichy with 60%.
- 2000    **Post graduate Diploma in Marketing Management** from Pondicherry University with 55 %

## PERSONNEL DOSSIER

**Date of Birth** : 14<sup>th</sup> April, 1969

**Permanent Address** : No.54.A. Indrani Nagar IInd Street Mudakkusalai, Madurai-16

**Languages Known** : English and Tamil

**Location Preference** : TAMIL NADU

**Current CTC** : **17.50 Lacs**

**Notice Period** : **Three Months.**