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| C:\Users\user\Desktop\20046532_1433604840066445_1344604568663211969_n.jpg  **KUMAR. MSK**  Scaling new heights of success with hard work & dedication, targeting managerial assignments which involve analytical capabilities and professional growth in Sales and Marketing Operations, Channel Management, Distribution, C&F, Team Management, OEMs and Corporate Accounts in any reputed industr**y.** chakravarthy2042@gmail.com  07997867466 | | |
| **District Sales Manager**  **Sales & Operations** **Bridgestone India (Tyres),**  Personal Details:  **Date of Birth:** 3rd July 1974 **Languages Known:** English, Hindi and Telugu. **Res. Address: Visakhapatnam** **ANDHRA PRADESH .** | Profile Summary : | |
| * A goal-oriented professional with 18+ years of experience in Sales Operations, Channel Management, Team Management,& Customer Relationship Management * **Bridgestone India Pvt Ltd** As a District Sales manager –Vijayawada (Andhra Pradesh) with team of 5 sales and 4 service people. * **International tractors Ltd (Sonalika)** As a Deputy Area manager – Coastal AP handling with team of Sales, service & Exchange people 5 Nos and 28 Nos Dealer sales persons * **JK Tyre & Industries Ltd** As an Area Manager – Hyderabad Managing a team of 12 Nos, 6 Sales officers’ territory wise and 6 for Logistics, Commercial and Service. * **Hero Motors** (Group) As a Sales Captain (Team leader) and managed 8 members in Sales operations * Nominated training Programme at IIM Kozhikode (All India) for Management development Programme on “Emerging Leadership Programme” * Best Area Manager Performance Award for the year 2015 – 2016 and received the double promotion from Asst. Area Manger to Area Manager. * “Customer First” by Oscar Murphy International – Singapore. * Taken the Best Performance Certificates (All India) & Cash rewards for 2008 ,2010,   2011, 2012, 2014 , 2016 & 2018 for achieving the targets | |
| Career Timeline : | | |
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| Core Competencies : | | |  |  | | --- | --- | | Planning & Implementation  Makes Commercial decisions | Team Management & Stress Tolerance  Channel Management systems | |  |  | | Data Analysis & Interpretation | Initiative & Communication Skills | |  |  | | Result Oriented & Reliability | Adds Value to Customers’ Business | |  |  | |
| Accomplishments Across The Career :  Organizational Experience : | | * Objective settings and Meeting Sales targets and Handling channel partners and increasing market share through them. * Mapping of territories Segment wise , Potential wise & Dealer wise * To know competitors activities & new product plans & prepare strategy to counter the same and to train, motivate and develop the channel partners & sales team * Detailed discussions with channel partners regarding their monthly targets after the discussions with the sales team are done. Mid-month review is again done to ascertain that there is no backlog for the month. * Ensuring the achievement of sales targets in terms of revenues, Volumes in sell-in schemes. * Ensuring in preparation of sales forecasting monthly for existing range of products * Work out on various schemes branch level with channel partners to develop secondary sales/service network * Ensuring in developing the market standards through promotional campaigns. To take the responsibility on product awareness * Acquired large Corporate clients for increasing the sales revenue * Lead & monitored a team to ensure efficiency in business operations and meeting of individual & group targets * Timely meetings of the segment customers like fleets, C&F Agents & Materialize deals by working out group deals * Played a pivotal role of interface between the Product development / Marketing team and the end customers. To measure and give inputs regarding the customer expectations through timely reports to product Development/Marketing team * Facilitated assistance to the CRM programs * Continuous improvement in the monthly processes by analysis MIS reports   **Jun’18 - Dec’18 M/S Bridgestone India(P) Ltd As a District Sales Manager**  **Jun’17 - May’18 M/S International Tractors Ltd As a Deputy Area Manger**  **Jan’08 - Feb’17 M/S JK Tyre & Industries Ltd As an Area Manager**  **Jan’05 - Dec’07 M/S Sri Laxmi Motors (H Honda - Dealer) As a Sales Manager**  **Dec’01 - Dec’04 M/S Hero Motors As a Team Leader (Sales Captain)**      **At Bridgestone India (P) Ltd (PSR - Replacement) - Vijayawada**     * Handling dealers, C&F & distributor with 5 sales Team and meeting sales target through them with increase in market share. * Mapping of territories segment wise, Dealer wise & Potential wise. * To know competitors activities & new product penetration plans; prepare strategy to counter the same. * Detailed discussions with channel partners regarding their monthly targets . * Review & Monitoring weekly targets & collections ,Mid-month review is again done to ascertain that there is no backlog for the month * Work out on various sell-out schemes with dealers to develop secondary sales/service network * Monthly processes by analysis MIS reports * Ensuring in preparation of sales forecasting monthly for existing range of products * Played a pivotal role of interface between the Product development / Marketing team and the end customers. To measure and give inputs regarding the customer expectations through timely reports to product Development/Marketing team     **At International tractors Ltd (Sonalika Tractors) - Coastal AP**   * In charge of Coastal Andhra Pradesh 4 districts Srikakulam , Vizianagaram, Visakhapatnam & East Godavari Area handling with team of Sales, service & Exchange people 5 Nos and 28 Nos Dealer sales persons meeting sales targets and collections through them with increase in market share. * Territory mapping segment wise, district wise & potential wise. To know competitors activities & Campaigns and prepare strategy to counter the same. * Detailed discussions with dealers regarding their monthly targets. * Conducting monthly sales reviews dealership wise at dealership location   monitored teams to ensure efficiency in business operations and meeting of  individual & group targets   * Acquired Government orders for increasing the sales revenue * Ensuring in preparation of sales forecasting monthly for existing range of products * Timely meetings with customers like Farmers , Used Vehicle showrooms, workshops & Implement manufacturers to develop secondary sales * Ensured in developing the market standards through promotional campaigns. To take the responsibility on product awareness * Work out on various sell-out schemes with Financiers to develop dealer sales/service network. * Facilitated assistance to the CRM programs     **At JK Tyre & Industries Ltd (Tyres) – Hyderabad**   * Handling dealers, C&F & distributor with 12 nos. 6 Sales officers’ territory wise and 6 for Logistics, Commercial and Service. * Mapping of territories segment wise. depot wise & potential wise * Detailed discussions with channel partners regarding their monthly targets. * Monitoring weekly targets & collections ,Mid-month review is again done to ascertain that there is no backlog for the month * Continuous improvement in the monthly processes by analysis MIS reports * Ensuring in preparation of sales forecasting monthly for existing range of products * Timely meetings of the segment customers like Transporters, Big Fleets ;   Materialize deals by working out group deals   * Played a pivotal role of interface between the Product development / Marketing team and the end customers. To measure and give inputs regarding the customer expectations through timely reports to product Development/Marketing team * Ensured in developing the market standards through promotional campaigns. To take the responsibility on product awareness   **At Sri Lakshmi Motors (Authorized Hero Honda dealer)**   * In charge of LB Nagar Branch with Sales, commercial & service people 32Nos and Meeting Sales and Service targets. * Ensured in developing the market standards through promotional campaigns. To take the responsibility on product awareness * Ensuring in preparation of sales forecasting monthly for existing range of products * Conducting meetings for evaluating training needs for streamlining processes to ensure smooth functioning of sales operations * Work out on various sell-out schemes with Financiers to develop dealer sales/service network.     **AT Hero Motors (A division of Hero Group – Two Wheeler)**   * In charge of Coastal Andhra Pradesh Area growing with sales team of 8 people Respected their District Dealerships * Detailed discussions with channel partners regarding their monthly targets * Responsible for all Sales Related Activities & Issues including Spares and Service * Trained team members on the Sales and collections process to achieve consistency performance on the sales targets * Appointing Dealers and Sub Dealers and driving them towards organizational goals * Facilitated assistance to the CRM programs * Lead & monitored a team to ensure efficiency in business operations and meeting of individual & group targets * Ensuring in preparation of sales forecasting monthly for existing range of products * To know the competitors activities & Campaigns and prepare strategy to counter the same. * Acquired large Corporate clients for increasing the sales revenue * Continuous improvement in the monthly processes by analysis MIS reports     Attained certifications in :   * Emerging Leadership Programme – IIM - Kozhikode – January 2014 * “Customer First” by Oscar Murphy International – Singapore – August 2008 * MBA (Marketing) from Sri Venkateswara University, Tirupati – AP * Bachelor of Commerce from Andhra University, Visakhapatnam – AP |
| Key Result Areas :    Certification :  Academic Details : | |
|  | |  |
| Key Skill Set : | |  |

Dear Sir/Madam,

Greetings....

MBA with  18+ Years enormous  sales & marketing experience in  Automobile , Tractor & Tyre industry and  have knowledge and handling skills in all area Channel  operations like Dealer handling / Channel Expansion/ Distributor / C&F operations / Logistics / Infra & Construction Sales / Institutional Sales / OEM / Govt / Corporate system. Monitoring Day to day  Retail / Collection / Market activities / Dealer Net worth sheet / Forecasting / Market & Competition mapping / Demand Generation / Dealer staff  handling / Team Management / B2B , B2C Business / Customer relationship & Customer retention / Negotiation skills / Advance tracking / Ensuring the achievement of sales targets in terms of revenues / MIS Reports / Volumes in sell-in, sell-out schemes.

Having excellent geographical knowledge & Sales / Market knowledge & Experience in both Andhra Pradesh & Telangana states.

**Note: Since last 1 1/2 Year I have been engaged with my own Business. Due to covid pandemic situation again planning to restart my professional career.**

With Regards,

KUMAR.MSK

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