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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 :  |

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| Planning & ImplementationMakes Commercial decisions | Team Management & Stress ToleranceChannel Management systems |
|  |  |
| Data Analysis & Interpretation | Initiative & Communication Skills |
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| Result Oriented & Reliability | Adds Value to Customers’ Business |
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| 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

07997867466