**SHAYAN MUAZZAM**

C-144, TAYYAB LANE, SHAHEEN BAGH, JAMIA NAGAR, OKHLA, NEW DELHI

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# PROFESSIONAL SUMMARY

**A dynamic professional with 4 years of overall experience and 3 years and 5 months of experience in Channel Sales, Dealer Handling Dealer Development and Dealer P&L Analysis. Presently working with Mahindra Truck & Bus Division (off role) as a Sales Executive, handling LCV (Light Commercial Vehicle) portfolio. Responsibilities are Plan and Execute BTL activities, Train and Motivate the dealer sales team, Territory mapping, market development, Dealer Handling, Handling events, conducting activities, demonstrated abilities in efficient lead generation, conversion of customers, ensuring customer satisfaction, Team handling, relationship management and developing segments. Possess excellent interpersonal, communication and analytical skills.**

# PROFESSIONAL EXPERIENCE

MAHINDRA TRUCK & BUS DIVISION (OFF ROLE)

***Sales Executive - LCV | December 2016 – May 2020***

***Area handling: -*** *South Delhi, Faridabad, Ballabhgarh, palwal, Hodal, Hatin, Mewat and Sohna*

## Key Responsibilities

* Mapping of territories segment wise, application wise, potential wise.
* Should be able to do sales forecasting for existing range of models / products.
* Plan and Execute the BTL activities.
* Sales and Marketing of LCV through local dealers to achieve the targeted sales level of the region.
* Identify & deal with strategic customers (Key A/Cs & Retail)
* Dealer P&L Analysis
* Key account management
* Develop sustainable relationships with customers
* Conduct meetings of the segment customers like transporters, C & F agents & materialize deals by working out group deals.
* Work on creating OPECO’s and train dealer force on Value selling.
* Work out schemes with financiers for channel sales.
* Develop secondary sales/service network through channel partners
* Act as an interface between the Product development / Marketing team and the end customers.
* Gauge and give inputs regarding the customer expectations through timely reports to product development / Marketing team.
* Know competitors activities & new product plans & prepare strategy to counter the same.
* Train, motivate and develop the channel partner’s sales team.
* Develop the market through local promotional campaigns.
* Take the responsibility of increasing the market share.

## Key Deliverables:

* Budgeted Volume & market share: No of LCV vehicles sold & market share
* Customer Satisfaction

EDUCATIONAL BACKGROUND

B.Tech IN MECHANICAL ENGINEERING

## Lingaya’s University

*Faridabad, Haryana | 2016*

* + - Graduated with 6.55 CGPA.

**XIITH** Science

**Jamia Millia Islamia** *New Delhi, DL | 2012*

* + - Major Subjects :- Physics, Chemistry and Mathematics
    - Completed with 62%

**XTH**

## Jamia Millia Islamia

*New Delhi, DL | 2010*

* + - Completed with 64%.

***INDUSTRIAL INTERNSHIP***

Sebros industries pvt. Ltd.

## Procurement Department/ January 2016 - Dec 2016

* + - Studied the process of New Vendor Development, Price Negotiation with vendor, PO releasing, Material Delivery and Payment etc.
    - Working with the seniors for Material Management.
    - Planning for daily consumable material for next one month. Billing status, Making the comparative statement.
    - Ensure the quality & quantity of material purchase and making the required data.
    - Creating different reports as required by Management.
    - Negotiating with the vendors for Rate, Delivery and Payment Terms.

# PROJECTS UNDERTAKEN

Eco Friendly Power Generation.

* + - Work with the team of six members for designing and manufacturing of small power plant to produce the electricity without any pollution.
    - We use the gears, DC Motor, DC to AC converter, Battery and inverter:-
    - (I) Gears: - Use for increasing the RPM.
      1. DC Motor: - Use for producing the DC Current.
      2. DC to AC converter: - Use to convert the DC current to AC current.
      3. Battery: - Use for storing the produced current.
      4. Inverter: - Use to Supply the current from battery to load.

In that project we did the two things:-

1. Produced the electricity.
2. Got the RPM.

Computer Skills

* + - Ms Office
    - AutoCAD
    - HVAC

EXTRACURRICULAR ACTIVITIES& ACHIVMENTS

* + - Joined the **Informalz committee in 2012** as a **member** in lingaya’s university. **From 2012 to 2014** worked as a member than in 2014**promoted to Sub Head** of the committee **from 2014 to 2015**. In fourth year 2015 **become the Head** of the committee. From 2015 to 2016 worked as a Head of the committee and **won** the award of **most popular Head of the year.**
    - Informalz committee is responsible for organizing the various activities in college like Bikomania, street soccer,

Matkiphod,Spongebob and Antakshari Etc.

PERSONAL INFORMATION

* + - Father's Name: MD Shaukat Ali
    - Mother's Name: Mazda Khatoon
    - Date of Birth:- 22 August 1994
    - Marital Status: Single
    - Hobbies:- Cricket and Listening to music
    - Languages known: English, Hindi & Urdu.
    - Permanent Address: C-144, Tayyab Lane, ShaheenBagh, Jamia Nagar, Okhla, New Delhi-110025.

I hereby declare that all the details furnished here are true to the best of my knowledge.

Date: Place:

ShayanMuazzam