

Rajan Ramchandra Ghag
rajanghag05@Yahoo.co.in

201, Varadan CHS.,
Station Road Kalwa,
Kalwa – (W),
Thane - 400605
09769330707

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Fifteen years of experience in the field of Retail / Corporate Sales and Marketing, Public Relation (Customer Support) and Recovery. Highly effective in achieving targets. Expertise in formation and developing channel business. Proven track record of significant company growth and bottom line profitability. Successful at establishing and maintaining mutually profitable business relationship. Skilled in handling large workforces, maintaining peaceful and amicable work environment in the organisation. Good relationship building and interpersonal skills. Strong analytical, problem solving & organizational abilities.

Professional Background :

Since Feb. 2010, as **Manager Sale and Marketing** with All India Council for Professional Training and Research Private Limited owns Paper Manufacturing unit at Kolhapur and also engaged in the propagation of quality education covering wide spectrum in the fields of Computer Software , Hardware and many other allied courses through Tutor and other customised software's like paperless office, School/Institute/Society/Shop Management etc.

Responsibilities :

- Identify, recruit and on-board new channel partners within assigned territory.
- Manage sales activities of partners to generate revenue
(35 channel partners and network of 1500 franchisee in Maharashtra).
- Coordinate with partners to create and execute business plans to meet sales goals.
- Develop sales plans to increase brand awareness.
- Evaluate partner sales performance and recommend improvements.
- Educate partners about product portfolio and complimentary services offered.
- Address partner related issues, sales conflicts and pricing issues in a timely manner.
- Manage sales pipeline, forecast monthly sales and identify new business opportunities.
- Develop positive working relationship with partners to build business.
- Communicate up-to-date information about new products and enhancements to partners.
- Work with partners to develop sale proposals, quotations, and pricings.
- Deliver customer presentations and attend sales meetings and partner conferences.
- Assist in partner marketing activities such as tradeshows, campaigns and other promotional activities.
- Involved in back office operations, Event Management, Government Liasioning etc

Achievements :

- Successfully met company sales targets by a 100% from the years 2013 to 2019.
- Maintained a customer satisfaction rate of 98% for 2019.

Jan. 2005 to Feb 2010 as **Asst. Sales Manager** with Parth India Pvt. Ltd.
Manufacturers of household plastic materials.

Responsibilities :

- Develop specific account plans to achieve goals and exceed plan.
- Promote and sell the products and capabilities in the market.
- Grow and manage a pipeline of potential clients.
- Work closely with franchised distributors and reps to fulfil business and aid prospecting.
- Establish relations at all levels with customers during and after the sales process.
- Develop the channel and reseller base.
- Ensure maximum enquiry / enrollment conversion ratio.
- Motivating and guiding the regional sales team to meet the company objective.
- Provide pre-sales assistance to Executives via phone, e-mail and/or in person, responding to sales requests and/or inquiries in a timely manner.

Achievement :

- Honored as best Promoter - year 2009
- Received Award of Appreciation for Target Accomplishment – year 2006,2007,2008.

Educational Qualification :

- Post Graduate Diploma in Computer Application - (April 2010 – Distinction).
- Master in Business Administration – (June 2005 – ‘A’ Grade).
- Bachelors in office Administration (September 2002 – ‘A++’ Grade).
- Computer Engineering (BE) - (August 2000 – First Class).
- Diploma in Computer Engineering - (June 1996 – First Class).
- Higher Secondary Certificate (XII) – (March 1993 – Pass Class).
- Secondary School Certificate (X) – (March 1991 – ‘B’ Grade).

Other Details :

- DOB : 5th July 1976.
- Languages : Marathi, English, Hindi.
- Nationality : Indian.

Date :

Place : Mumbai

Rajan R. Ghag.