



Name Surname

Global Sales Strategist – Real Estate

"I build teams that share my conviction, by providing value to customers, propelling ROI."

Phone: 971 – 000 0000 | Email: username@gmail.com

Who am I?

An experienced strategic Sales Leader with a talent for nurturing high performance, multi functional teams with an inherent need of delivering results in collapsed time frames. Successful track record of turning around and building businesses / markets through insightful strategic interventions and sharp execution. Multi Industry Experience (Real Estate , Consumer Durables, Safety) with deep knowledge of B2B and B2C space enhancements coupled with International market exposure, primarily in brand management, ROI, Global Penetration, Sales and Marketing.

What am I Offering?

I am offering 10+ years of experience with a strong foothold in growing brands and nurturing new launches. I have a proven track record of formulating unique strategies, brand communication, creative campaigns (some of them probably first time in the segment) in an over crowded brand generic market where building and managing a high performing sales team is pivotal. Firm believer of differentiated strategies, activities and communication to build brands. Keen and have abilities to understand the root cause of any issues and thereby formulating strategies to bring success in brands at any stage of PLC. Strong follower of trend analysis and market research (primary and secondary) for finding insights for actions. I care about developing individuals to their highest potential.

What do I Focus On?

SALES

- Business Development
- New Business Acquisition
- Buyer Persona
- B2B | B2C
- Channel Management
- Institutional Sales

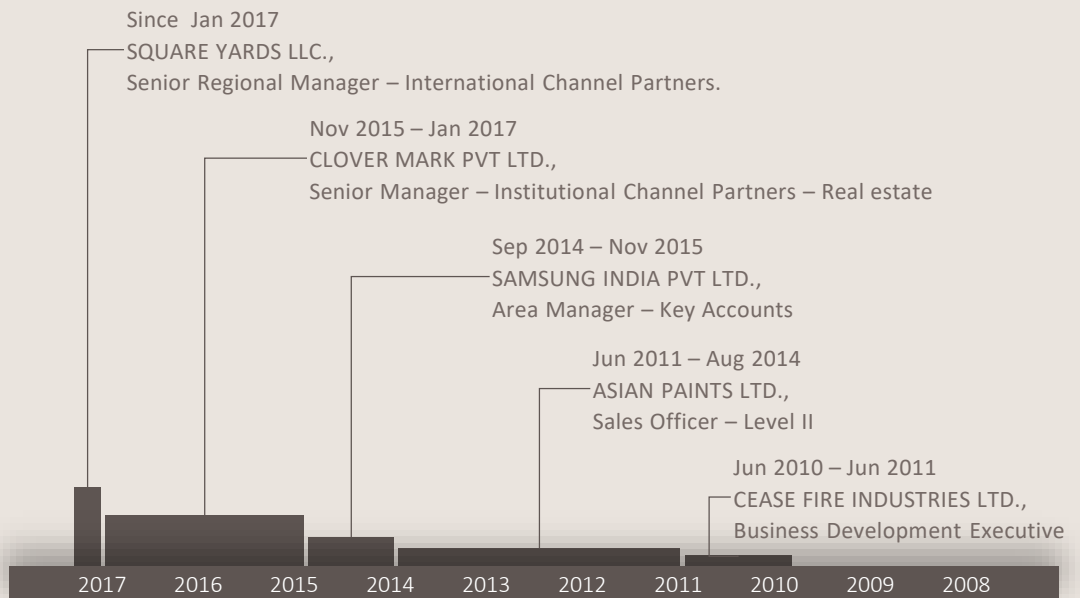
MARKETING

- Market Research
- Analysis & Planning
- Competitor Analysis
- GPCTBA / C&I
- Product | Prospect Ratio
- Cold & Warm Calling

OPERATIONS

- Client Relations
- Stakeholder Relations
- Vendor Relations
- Project Life Cycle
- Process Re-engineering
- Change Management

My Career Path



MBA (Marketing) from TJIT, Bangalore

B.B.M. from Kalpataru Collage, Bangalore University

Academics

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Value Addition

SQUARE YARDS :

- Working closely with builders across the globe majorly UAE, UK, Canada, Australia.
- Recognized for implementing a mobile app for Channel Partners, across the country, resulting in the empanelment of 2000+ partners across India , UAE and UK.
- Key player in “Square Connect” – a channel network development program across the globe.
- Acknowledged for creating a strategic sourcing model which contributing to ROI.
- Major contribution in international sales through channel vertical.

CLOVER MARK:

- Hired to channelize and build a strong institutional channel partners (ICP) network.
- Strategically derived measures saw an increase of 450+ channels partners in 6 months, contributing towards 41% of the overall sales in volumes.
- Bolstered revenue worth INR 1 Cr month on month.
- Pivotal in propelling 27% of the total company profits.
- Recognized as the Star Performer of the company.
- Strategically managed and grew distributor relationships, evaluating their performance region by region and identifying opportunities to seek deeper market penetration.

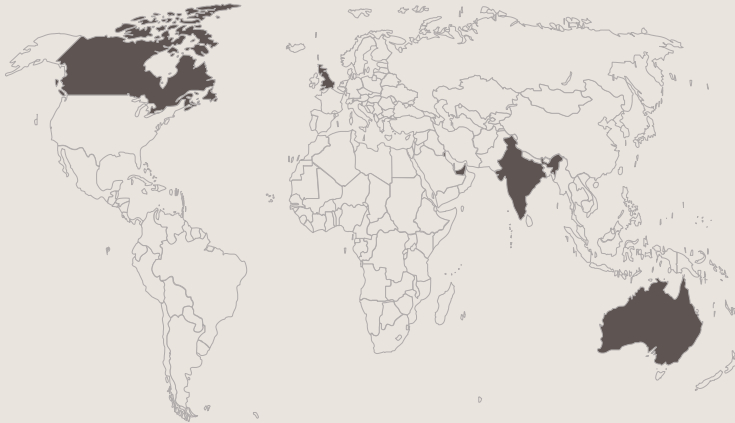
SAMSUNG:

- Recorded a 110% increase in MBO from the very first month of taking up responsibilities.
- Showcased floor space utilization and branding capabilities by using Display Management method to increase revenue month on month.
- Developed and led a professional sales team to ensure achievement of revenue targets
- Recognized for closure of multiple deals in challenging situations

ASIAN PAINTS:

- Recorded a 50% increase above set targets in the “Niche product” category.
- Facilitated product training for 1200 channel partners and contractors across Bangalore.
- Achieved 100% of the set target in PALETTE installations.
- Instrumental in handling 50 dealers, 5 Key accounts, 50 AWA (Asian Wood Award) contractors.
- Bagged Highest Wood finishes Seller Award in 2012 – 2013.
- Earned title of "PRINCE OF ITALI" recognition from CEO for countries highest seller contribution towards Italian range.

Geographical Remit



- UAE
- UK
- CANADA
- AUSTRALIA
- INDIA

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Scope of Work

- Direct and coordinate company sales and marketing functions.
- Develop and coordinate sales selling cycle and methodology.
- Direct and oversee the company marketing function to identify and develop new customers for products and services.
- Research and develop strategies and plans which identify marketing opportunities, direct marketing, and new project development.
- Analyze and evaluate the effectiveness of sales, methods, costs, and results.
- Develop and manage sales and marketing budgets, and oversee the development and management of internal operating budgets.
- Plan and coordinate public affairs, and communications efforts, to include public relations and community outreach.
- Directly manage major and critical developing client accounts, and coordinate the management of all other accounts.
- Participate in the development of new project proposals.
- Establish and implement short- and long-range goals, objectives, policies, and operating procedures.
- Supervise the planning and development of company marketing and communications materials.
- Represent the company at various community and/or business meetings to promote the company.
- Supervise the preparation, issuance, and delivery of sales materials, exhibits, and promotion programs.
- Promote positive relations with partners, vendors, and distributors.
- Recommend and administer policies and procedures to enhance operations.
- Work with department managers and corporate staff to develop five year and ten year business plans for the company.
- Establish and implement short- and long-range departmental goals, objectives, policies, and operating procedures.
- Serve on planning and policy-making committees.

Specific Training

- Analytics of Market – Understanding of the project, competitive analysis, Location, MIS,
- Retail Sales & Planning - Visual merchandizing, Scheme Promotion and Segment Categorizing and Positioning
- SRIJAN- Training on delivering effective sales pitch and analyze customer pain area and overcome closure obstacles
- Data Analysis and Reporting- In house training program of Asian Paints, wherein excel usage to analysis of data was covered

Personal Details

- Languages Known: English, Hindi and Kannada
- Date of Birth: 1st May, 1988
- Driving License: Eligible to drive in UAE with a valid license.