



KARTHIK.P

## SALES & MARKETING

Achievement-driven professional looking for a challenging assignment with an organization of repute

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## Key Skills

Channel Sales

Market Research

Market Intelligence Report

Business Development

Client Relationship Management

Revenue Growth

Competitor Analysis

Technical Service & Support

Team Building & Leadership

## Profile Summary

- ▶ A focused professional having nearly 8 years and 5 months of experience in Channel Sales & Market Research
- ▶ Skilled in maintaining strong relationships with executives and managers through consultative selling
- ▶ Efficient in creating and implementing programs to provide incentives for account managers
- ▶ Proficient in managing all aspects of sales, revenue attainment, and management of channel partnerships; evaluating, identifying, and securing large product channel deals
- ▶ Expertise in designing questionnaires for qualitative and quantitative research based on activity objectives and market knowledge
- ▶ Resourceful in developing sales and marketing strategies, programs, and content to improve sales opportunities
- ▶ Competent in updating the management on current and latest developments in the marketplace and competitor activities
- ▶ Resourceful in steering business planning and performance management of channel partners, including development and execution of joint sales plans, local area marketing, staff coaching, recruitment, pipeline management, and hosting of constructive meetings
- ▶ An ambitious & hardworking individual with excellent relationship management skills and the aptitude to manage time effectively

## Soft Skills

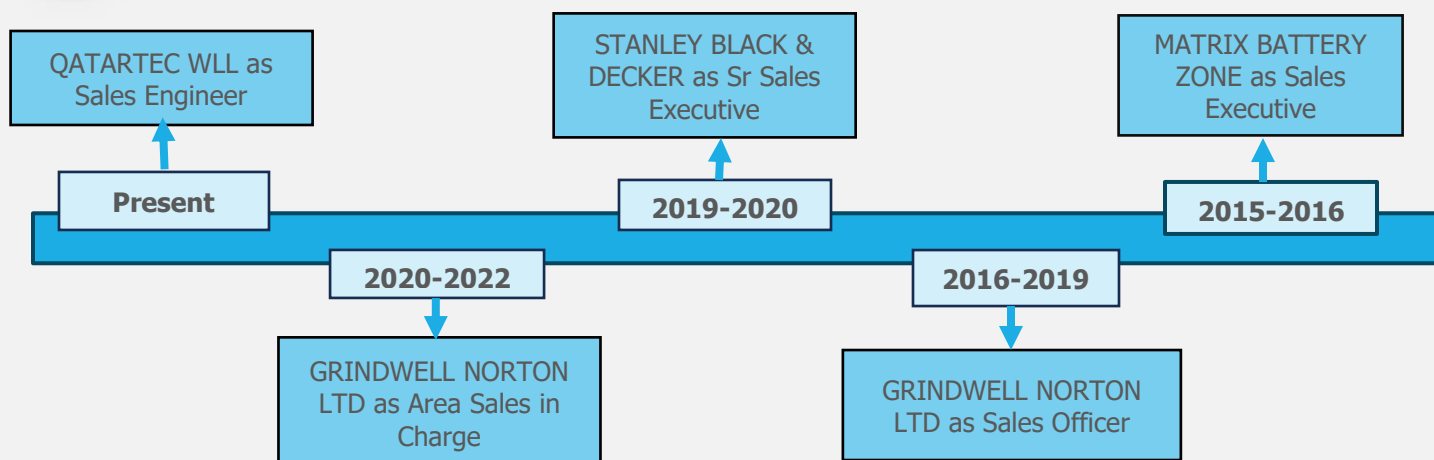


Team Player

## Education

- ▶ BE (Electrical and Electronics) from Namakkal, TN from Anna University, Chennai with 7.5 C.G.P.A. in 2015
- ▶ Diploma in Rajaji Institute of Technology from Salem, Tamil Nadu with 93.5% in 2012
- ▶ SSLC from S.R.V.H. School, Board of Secondary Education, Salem, Tamil Nadu with 79.4% in 2009

## Career Timeline



## Work Experience

### **From March 2023 to Present, I worked as Sales Engineer at Qatartec WLL.**

#### **Role:**

- Initiate customer contact through proactive visits or calls to potential clients
- Identify and understand each customer's unique needs and requirements
- Formulate and present tailored business proposals aligned with customers' specific business needs
- Skillfully negotiate prices, variations in specifications, and contract terms to ensure mutually beneficial agreements
- Effectively manage existing customer accounts while actively seeking opportunities for account expansion
- Prospect and develop new business opportunities, utilizing strong sales strategies to close deals.
- Foster and nurture meaningful relationships both within the company and with external stakeholders.
- Create detailed territory plans to effectively manage and prioritize sales efforts.
- Ensure prompt and appropriate delivery of services and products to meet customer expectations.
- Follow up with customers after service or product delivery to ensure customer satisfaction and address any concerns.
- Conduct market research to stay updated on industry trends, customer preferences, and competitor products.
- Arrange meetings with potential clients to present product offerings and address their inquiries.
- Address customer objections proactively and skillfully to persuade potential clients to make a purchase.
- Collaborate with suppliers to ensure timely and accurate product delivery to customers.
- Conduct quality checks on products before delivery to maintain customer satisfaction.
- Maintain comprehensive sales records and customer databases for efficient tracking and management.
- Provide rapid cost calculations to offer temporary quotations during sales negotiations.
- Prepare and present sales reports by analyzing and summarizing relevant information.
- Review personal sales performance regularly to identify areas of improvement and implement appropriate strategies to enhance sales effectiveness.

#### **Highlights:**

- For the second month onwards consistently attained 100% monthly sales targets.
- Successfully identified and engaged with over 40 direct consumers in Qatar, expanding the customer base significantly.
- Demonstrated adeptness in managing high-profile customers within my area, ensuring their satisfaction and loyalty.
- Implemented company programs among assigned partners, leading to a substantial revenue increase of QAR 2 lakhs to 5 lakhs.
- Pioneered a cultural shift in my region, transforming the organization from direct selling to a channel-friendly approach, fostering better partnerships and collaboration.

### **From December 2020 to January 2023, I worked as an Area Sales In charge at Grindwell Norton Ltd.**

#### **Role:**

- Leading the involvement of company personnel, including support, service, and management resources, to meet partner performance objectives and expectations and to meet Key Accounts for my assigned territory.
- Creating and implementing programs for Key Account Customers. Developing End User sales to Coimbatore and Down South TN. Given safety Seminar and follow-up the Key Accounts.
- Performing monthly sales forecasting and competitive analysis to determine accurate performance levels and needs for growth into current and additional vertical markets and product categories
- Driving the successful creation of a new distribution channel involving, defining and implementing new processes.

#### **Highlights:**

- In 2022, I surpassed the sales target for my assigned territory by an impressive 200%.
- In 2022, I was India's top seller of 4-inch cutting discs.

### **From March 2019 to October 2020, I worked as a Senior Sales Executive at Stanley Black & Decker.**

#### **Role:**

- Leading the involvement of company personnel, including support, service, and management resources, to meet partner performance objectives and expectations
- Creating and implementing programs to provide incentives for account managers

- Developing sales training sessions and managing efforts to improve sales techniques, tactics, and best practices  
Driving the successful creation of a new distribution channel involving, defining and implementing new processes, designing market coverage plans, taking all stakeholders along, and sharing the company vision.
- Doing Campaign activities & roadshows for dealers and customers monthly
- Doing monthly business plans & demand planning for dealers

#### Highlights:

- Last Year identified 300 End Users (Direct Customers) Customer and appointed 3 New channel Partners. Delivered 100% YOY growth and 100% sales target for the assigned geographical zone.
- In 2019, an award was received for the best newcomer of the year in India.

#### From May 2016 to March 2019, I worked as a Sales Officer at Grindwell Norton Ltd. in Coimbatore.

##### Role:

- Leading the involvement of company personnel, including support, service, and management resources, to meet partner performance objectives and expectations
- Creating and implementing programs to provide incentives for account managers
- Developing sales training sessions and managing efforts to improve sales techniques, tactics, and best practices  
Driving the successful creation of a new distribution channel involving, defining and implementing new processes, designing market coverage plans, taking all stakeholders along, and sharing the company vision
- Performing monthly sales forecasting and competitive analysis to determine accurate performance levels and needs for growth into current and additional vertical markets and product categories
- Managing the largest sales Network in Coimbatore Territory with 5 dealers and 1250 Retailers Doing Campaign activities & roadshows for dealers and customers monthly
- Doing monthly business plans & demand planning for dealers

#### Highlights:

- Received the Customer Visit Index & Industrial 14 Inches chopsaw highest numbers are selling in my branch Delivered 30% YOY growth and 100% sales target for FY 2016/2017 within the assigned geographical zone.
- Brought the cultural change to Salem, Erode, and Karur region from direct selling to channel-friendly organization.

#### TECHNICAL SKILLS

- ERP Solutions – Mints Software
- Advanced Excel

#### Personal Details

**Date of Birth:** 20<sup>th</sup> February 1994

**Languages Known:** English, Tamil, Malayalam & Hindi.

**Address:** 144/1, Kamarajar Nagar, Sikkampatti Village, periyakadampatti post, omalur(tk), Tharamangalam, Salem-636502

#### References

**NIJIN LOYED:** Manager, Daimler India Commercial Vehicle. Coimbatore - +91 9566850006

**Jayagopal. C:** Branch Manager, Grindwell Norton Ltd., Coimbatore - +91 9008599334

