



JAI KUMAR

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Seeking middle level assignments in Sales/ marketing/Warehouse management /Branch Handling/Channel Management & Client Relationship Management with leading organizations.

CAREER PRÉCIS

⇒ A sales professional with over 08 years of rich experience in Sales &Marketing, Warehouse management, Event management & Client Relationship Management and team handling.

I was associated with Perfect House Pvt. Ltd. as Sales manager at Kolkata, and I was Handling Bihar, Jharkhand, West Bengal, Odisha and North East.

- ⇒ Abilities in the area of Institutional sales & marketing, Channel Sales, and enhancing market share, identifying & creating new dealership networks as well as retaining the existing dealer's network.
- ⇒ Apt in executing launches, providing marketing inputs to drive Sales after discussing with the top management, conference conduction & team motivation.
- ⇒ Expertise includes Comprehensive technical knowledge, strategic planning, macro/micro economics, system testing, and technical troubleshooting.
- ⇒ I am handling branch activity on daily basis, like dispatch, transport related work and vehicle maintenance.

AREAS OF EXPERTISE

Sales & Marketing

- ⇒ Identifying & developing new streams for revenue growth & maintain relationships with customers to achieve repeat/ referral business.
- ⇒ Conducting competitor analysis by keeping abreast of market trends and competitor moves to achieve market share metrics.
- ⇒ Interfacing with clients for suggesting the most viable product range and cultivating relations with them for securing repeat business.
- ⇒ Organizing demonstrations, road shows, training programmers, dealer meeting, dealer technician meeting, Service camp in Field Enquiry forward to dealer, Wall painting activity, educate to farmer and about our product and competitors' product.

Dealer Network Development & Channel Sales

- ⇒ Developing new channel partners for acquiring wider market reach of products.
- ⇒ Identifying & networking with franchisee & channel partners, resulting in deeper market penetration.
- ⇒ Networking with dealers/distributors to expand the market base & reach a wider customer base.
- ⇒ Evaluating performance & monitoring their sales and marketing activities.

Client Relationship Management

- ⇒ Providing instant service to clients, entailing provision of fastest solutions to customer concerns so as to enhance their satisfaction levels.
- ⇒ Managing issues pertaining to customer complaints and addressing customer grievances.
- ⇒ Executing Customer Education programs for effective product usage & enhanced proficiency.

Inventory Management & Sales Forecasting

- ⇒ Ensuring accurate Sales Forecasting and proper Inventory Management at Corporate as well as Dealers Level

CAREER DETAILS

Presently, I was associated with Perfect House Pvt. Ltd, (From Aug 2020 to June 2021.

- Based Lactation at Kolkata, I was handling, sales, demo, government tender, subsidy and institutional sales.
- Identifying & developing new streams for revenue growth & maintain relationships with customers to achieve repeat/ referral business.
- Conducting competitor analysis by keeping abreast of market trends and competitor moves to achieve market share metrics.
- Interfacing with clients for suggesting the most viable product range and cultivating relations with them for securing repeat business.

As Branch Manager (Sales & Marketing) at Kisan Kraft Ltd, (From Nov 2016 to Aug 2020.

(Kolkata as covering entire Bihar, Jharkhand and some districts in West Bengal).

- Train, Lead, Mentor & Monitor the performance of sales and marketing team weekly, monthly and yearly basis to ensure efficiency in business operations to meeting individual & group targets.
- Creating an environment that motivates, encourages and sustains high performance.
- Identify training needs for upgrading the skills of employees.
- Hiring, inventory and administrative control. Allocation of region to Managers, executives, service engineers
- Growth rate of assigned region is more than 100%, contributing approx. 20% of company Sales.
- Defining & implementing strategies for market penetration by identifying and influencing prospective clients & explore marketing budgets

As Area Sales Manager at Kisan Kraft Machine Tools Pvt Ltd (From April' 1st to Jan 13)

(Handled Bangalore as covering entire Punjab, Himachal Pradesh, Haryana, Delhi and Jammu & Kashmir).

- Handling sales of Agricultural Machinery- Pump Sets, Diesel Pump Sets, Petrol/ Kerosene Pump Sets
- Co-ordination with Channel Partners, Govt. Officials, OEMs, Institutions Railways Postal Dept, Health for approval to generate new businesses.
- Sales and Planning Marketing Activities -Demonstrations, Participation in Exhibitions, Free Service Camps, Dealer Meet, Dealers Training, etc.
- Achieving continues sales growth in farm machinery division more than company's expectation in assigned region. Handle Old & New Guy's sales team, service team and account team successfully & give Multiple Growth in Sales & appointment of Channel sales e.g., Distributors/Dealers in record short span of time in different segment within the organization in region.

Major achievements

- Over seven years of cross functional experience and cross industry expertise in creating & managing of a successful business network from the ground up.
- Achieved Monthly Sales Revenue & Collection targets Plan on Month-on-Month Basis.
- Introduced new products Like Power Tillers, Reapers, Brush Cutters, Power Weeders, Rotavator Blades, Orchid Sprayer, Dairy Product, Drip pipe, sprinkler, Motor, Mono Block Pumps, self-priming pumps etc. Obtained orders from Railways, & various Govt agencies thus achieving more than 250% rise in the overall turnover.
- Successfully introduced new Products in New Market.
- Successfully Developed and maintained rapport with Government /regulatory/statutory bodies and other agencies which led to Increased revenue Generation Specially pump set Business in Government Subsidy Schemes
- Reduced Time for Solving Customer Issues which was appreciated by the Company
- Successfully organized demonstrations, road shows, training, dealer meet across the region.
- High level of business acumen and ability to build effective and collaborative relationships with internal business teams and channel partners appointed by me.
- Ensured customer satisfaction through technical feedback from end users making the product more user friendly.
- Getting Good ratings regularly on Customer satisfaction Index.

ACADEMIC CREDENTIALS

Polytechnic Diploma in computer science Engineering from B.S. F Institute of Technology, Bangalore.

IT SKILLS

Conversant with Windows 95, 98, 2000, MS DOS, MS Office & Internet applications.

PERSONAL DETAILS

- Date of Birth: 27/09/1986
- Gender: Male
- Nationality: Indian.
- Languages Known: Hindi and English, Regional Language
- Present Address: C/O- Rina Seth, Mirpara Road, Near Don BOSCO Research center, Liluah, Howrah- (West Bengal)
- Current CTC: 4.8 L
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