

CURRICULUM VITAE

Career Objective: Empathetic and resilient sales and dealer development manager with expertise in implementing sales strategies, scouting and mentoring new sales reps, and analytical aptitude to recognize patterns and sales trends. Outstanding communication and organizational skills are needed to develop active and engaging collaboration across prospects, including customer support and marketing, to maintain deals moving through the sales funnel.



Anandrao Naik

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Aurangabad-431118 (MH)

Last Qualification: B. Tech
(Agricultural Engineering)

Work Background

10 Years Experienced Sales & Marketing Professional with Expertise in Dealer Network Development & Business Development, Product Marketing Through ATL & BTL activity, Channel Development & Management, Institutional Sales & Promotion, Market Opportunities Identification, B2B & B2C Sales Management, Team Handling and Recruitment

Skill

Strategic Thinking, Business Communication, Teamwork Problem Solving, Time Management, Leadership Analytical Skill, Selling, Negotiation, Perseverance, Adoptability To Change, Ability to Leverage. Technology, Globe Oriented

Hobbies

Travelling, Listing Music, Eating Spicy
Learning New Things
Internet Browsing

Escorts Kubota Ltd (Powertrac).

Area Business Manager – Pune (MH) June 2022 to July 2023

- Planning Sales Vol, New Dealer Appointment, Signing LOA & LOI, Network Expansion
- Provide adequate support to BTL Activity Planning & Execution for Brand Awareness
- System & Process Adherence, Ensure Dealer is Aligned with Company Objective
- Lessoning with venders & competitor to understand the market (B-D-R-C-E)
- Regularly Team Review, Recruitment, Training & Upgradation,
- Coverage Expansion, New Product Seeding, Market Opportunity Identification
- Monitoring Dealer Performance, Viability, Retail, Target Achievements Schemes
- Dealer Handholding, CIP Branding, SOP's, Documentations & Goal Setting

VST Tillers Tractors Ltd.

Assistant Manager – Gujarat April 2021 to June 2022

- Dealer Development with Long Term Potential to Show Then ROI & Breakeven
- Team Review, Training, Grooming and Recruitment Customer Conversion & Support
- New Product Seeding (927 & 0945 Viraj), HP Segment wise product placement
- Enquiry follow Up, Dealer Fund Follow Up & Management
- ATL & BTL Activities Planning & Execution, Process Efficacy & System Strengthen
- Focus on KPI & Business Enablers Market Analysis, Opportunity Identifications,
- Business Planning, Strategy, Forecasting, Update banking scheme for channel partner & end user, Resolve Service Issue & Coordinate with Concern Dept.

Beri Udyog Pvt. Ltd. (Fieldking)

State Head – Gujarat & Maharashtra Jan 2020 to April 2021

- New Dealer Development & Replacement, Team Management
- Activity Execution, Branding & Market Awareness
- Conversion & Support, New Product Seeding, Area Coverage, Competition Analysis
- Process Efficacy & Dealer Aligned with company objective
- Business Development & Dealer Viability

Tractors And Farm Equipment Ltd.

Sr. Territory Manager Gujarat Jan 2019 to Dec 2019

- Set Of Dealer Handling, BDRCE, Enquiry Follow Up, Dealer Appointment
- Market Development Activity, Dealer Fund Follow Up
- Relation Build Up with Banker & Broker Watch on Competition Activity
- Strategy To Cover High Potential Market, Village Mapping
- Showing ROI & FAB Of Tractor to Customer

Field Officer Maharashtra Feb 2015 to Jun 2017

- Prospect Generation Activity & Customer Conversion Activity
- Brand Awareness Activity, Competitive Demo's
- Bankers & Mechanical Meet, Sub Dealer Appointment

Dealership Manager – Aurangabad (MH) Jan 2013 to Feb 2015

- Salesmen Follow Up & Enquiry Follow Up, Retail Follow Up
- Delivery Target Vs Actual, Sub Dealer Appointment, Network Expansion
- Annual Planning, Focus On Potential Villages, Product Mix, Fund Management

Sewells MSX International (M&M Tractor)

Senior Coach – Maharashtra Jun 2017 to Dec 2018

- Handling 24 Dealer, 150+ Sales Team
- Team Capability Development, Training & Coaching
- New Product Launch, Product wise comparison
- Village mapping, Business Analysis
- TAB & Kiosk training to sales team

CURRICULUM VITAE

Academic Project Work & Training

(1-month) Institutional training in NORTHEASTERN REGION FARM MCHINERY TRAINING AND TESTIN G INSTITUTE B. Charali, Assam
1-month industrial training in "MAHARASHTRA STATE SEED CORPORATION LTD. (MAHABEEJ), SATANA, MAHARASHTRA.
4-months internship at BHANSALI TRAILERS PVT. LTD, KOPARGAON in Implement Division

Education

Graduation

B. Tech (Agri Eng)–2009-2013 score: - 71.80% (CAET, VNMKV, Parbhani)

Higher Secondary School

12th (Science)–2008-2009 score: - 72.33% (Bhimrao Kolte Patil High School)

Secondary School

10th (MH)–2006-2007 score: - 69.03% (Bhimrao Kolte Patil High School)

Final Year Project

Development and Evaluation of Bullock Operated Rotary Mode Chaff Cutter. (Farm Machinery & Power Dept.

Computer Proficiency

Basic Knowledge: - Microsoft Office, MS-Word, MS-Power Point, MS-Excel etc. PageMaker, Coral Draw, Tally9.0, Computer Programming Language, C & C++, HTML

Other Tools: - Net Surfing.

Extra-Curricular Activities

During Education

Participated in 240hrs NSS Camp 2009-2010 TO 2010-2011
Actively Participated in College Social Gathering. 2009-2010
University Level Debates Competition. 2011-2012
Participated in Aamchi Mati Aamcha Maharashtra. (Pathanaty) 2012-2013
Participated in the Inter- University Zonal (North/South/East/West) Youth Festival

Career Achievements: -

Till Date 96 Dealer & Sub Dealer Successfully Appointed (GJ-64 & MH-32)
Best Dealerships Manager of Ther Year 2014-2015 Recognition by AM & RM,
Promoted as Field Office on the basis of FY 2014-2015 performance,
Received best Senior Coach of the Zone in terms of Coaching & Training (FY 2017-2018),
Best TM of the festival time rewards and recognition by RM & SH (Q3 FY 19-20),
Highest Dealer Appointment Nomination for The State Gujarat & Maharashtra in FY 2020-2021
Employee Performer of The Month in Sept-Oct'22-23
MH-3 Region Dealer Development Target Vs Actual 100% Achievement in Q2-Q3 (22-23)

KEY RESPONSIBILITY

CHANNEL SALES, DEALER / DISTRIBUTERS MANAGEMENT & NETWORK EXPANSION SYSTEM COMPLIANCE AND MIS

- ❖ Develop relationships with channel partner executives and sales teams.
- ❖ Own supplier channel strategy, partner acquisition and revenue generated from the channel.
- ❖ Lead, empower, and mobilize a team of partner sales managers.
- ❖ Manage the facilitation of joint selling between channel partners and direct sales team.
- ❖ Assist in the development of short-, medium-, and long-term plans to achieve strategic objectives.
- ❖ Develop and execute strategies to build mindshare and influence adoption across OnShift's portfolio of strategic business partners.
- ❖ Evaluate current product and recommend enhancements necessary to scale the channel.
- ❖ Monitor and guide team performance to goals while inspiring success.
- ❖ Assess current team processes and procedures, identify opportunities for improvement, and implement them.
- ❖ Work with senior management to devise and implement innovative go-to-market strategies.
- ❖ Drive campaign activity in partnership with marketing and industry sellers.
- ❖ Work closely with the credit, operations, and technology teams to provide partner feedback to improve our product offering and customer experience.
- ❖ Monitor sales and analyze performance trends to identify issues and opportunities.
- ❖ Drive relationships within partner organizations at all levels and role profiles.
- ❖ Collaborate internally, as well as engage strategically, with external stakeholders to acquire new clients.
- ❖ Build strong business relationships with key customers and ensures a link between company objectives and customer objectives.
- ❖ Understand the market dynamics and industry-specific trends and landscapes to bring new insights and solutions to grow sustainable business results.
- ❖ Identifying Channel/Distribution partner by scouting.
- ❖ Preparation of dealership viability.
- ❖ Agreement with dealers- documentation/financial/Commercial/formalities.
- ❖ Planning & Execution of dealership- manpower, infrastructure, Training sales & after sales.
- ❖ Industry volume/market size planning- Achieving & monitoring maintenance of market share.
- ❖ Provides sales management information by completing reports.
- ❖ Willingness to travel extensively within the designated region Ability to connect with people across teams & levels.
- ❖ Possesses the traits of being an extrovert and strong networking skills.
- ❖ Must be willing to learn and adapt quickly
- ❖ Prepare and submit all prescribe reports (Daily Sales Report, Journey cycle compliance status, Dealer-wise, area-wise Target v/s performance, Market Intelligence report, old recovery settlement status to immediate superior

Signature

Anandrao Wamanrao Naik