

Vipulkumar Suriya

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Address: Block No-4, Shivalik Bungalows', Near Mahesh Nagar, Zanzarda Road, Junagadh (Guj)-362001

2nd June 2021

Dear Sir/Madam,

This is with reference to mail received from recruiter for the subject position Area Sales Manager- Gujarat that I am prompted to propose my candidature.

Review of my credentials will indicate that I am currently associated with Polysil Irrigation System Pvt. Ltd., Junagadh as Sr. Manager, managing – part of Saurashtra Region of Gujarat; Sales Business Micro Irrigation System Products with total 15 years of experience in Business Development, Market Expansion, Product Marketing and so on

I am seeking a challenging job that would synergize my skills and knowledge with the objectives of the organization.

My Core Competencies include:

- | | | |
|---|----------------------------------|-----------------------------|
| - Business Development/ Sales & Marketing | - Channel/ Vendor Management | - Product Demos & POCs |
| - Budgeting / Forecasting | - Market/ Competitor Analysis | - Product/ Brand Promotions |
| - MIS Reporting / Cost Control | - Client Relationship Management | - Team Management |

To describe myself, I am systematic, organized and hardworking; ready to take up any challenge of life abreast with the latest trends and a team player with excellent communication skills

My basic objective is to hone in my skills for comprehensive personality development and be an epitome of trust and reliability in the corporate world. My prime goal is to understand professional environment and capitalize on opportunities

I look forward to hearing from you in the near future and hopefully to schedule an interview in which I hope to learn more about your company. It's goals and plans and how I may be able to contribute to its continued success and growth

Thanking you,

Yours sincerely,
Vipulkumar Suriya

VIPULKUMAR SURIYA

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MICRO IRRIGATION SYSTEM PRODUCT / SALES & MARKETING SPECIALIST

✧ BUSINESS DEVELOPMENT ✧ SALES & MARKETING ✧ MARKET EXPANSION ✧

Achieving results in a highly competitive market environment for Micro Irrigation System Consultancy & Channel Sales functions; excels in prospecting clients for company's services & building channel networks for expanding the customer-base and increasing sales

PROFILE SUMMARY

Offering over 15 years of rich experience in the areas of:

- | | | |
|---|----------------------------------|-----------------------------|
| - Business Development/ Sales & Marketing | - Channel/ Vendor Management | - Product Demos & POCs |
| - Budgeting / Forecasting | - Market/ Competitor Analysis | - Product/ Brand Promotions |
| - MIS Reporting / Cost Control | - Client Relationship Management | - Team Management |

- Presently associated with **Polysil Irrigation System Pvt. Ltd., Junagadh** as **Sr. Manager**, managing - **part of Saurashtra Region of Gujarat**; Sales Business Micro Irrigation System Products
- Worked in close co-ordination with **farmers** / sales team for driving the **Micro Irrigation System** Product Business; completed multiple projects within time & budgets along with the sales team
- Successfully enhanced product reach by **utilising channel networks in high-potential markets of Western India** with proficiency in developing new key accounts & expanding existing ones for company's services through channel partners
- Proven track record of directing ideas that fuel marketplace presence & drive revenue; successfully organized brand promotions & product launches for **highlighting the USP of company's products** and achieving higher sales against competition
- **Customer-centric professional** with skills in liaising with clients across industries and cementing healthy relationship with them for generating new, referral & repeat business; effectively resolved clients queries for achieving high client satisfaction levels
- Led all aspects of operations including formulating Dealer Schemes, facilitating **POCs & Product Demos, generating MIS Reports and Controlling Costs**; utilized strong product & market-place knowledge to support product positioning & reach
- **Effective leader** with proven competencies in directing & motivating sales teams towards the accomplishment of organizational goals; possess excellent communication, negotiation & problem solving skills

ORGANISATIONAL EXPERIENCE

Feb'15-till Date: Polysil Irrigation System Pvt. Ltd., Junagadh as **Sr. Manager – Part of Saurashtra Region of Gujarat**
Product: Micro Irrigation System

Sep'05-Jan'15: Netafim Irrigation India Pvt. Ltd., Junagadh as **Area Manager - Amreli, Jamnagar, Junagadh, Girsomnath, Devbhumi Dwarka & Porbandar districts**
Product: Micro Irrigation System

Role:

- Managing sales team and imparting training to dealers and company's staff for optimum system design
- Tracking dealer's sales activities and identifying market basis optimum demand of the product
- Educating the farmers about drip irrigation technology by meeting farmers and generating awareness of drip irrigation technology and its benefits
- Looking after channel development activities and ensuring increase in sales in the assigned region
- Coordinating with Support Team for POCs/ demos and for converting leads to closure; managed Pre-Sales & Post-Sales activities
- Spearheading the end-to-end sales process including building relationship, managing channel partners, conducting requirement analysis, preparing proposals & presentations for senior management and ensuring closure
- Carrying out overall sales and service coordination and responsible for channel development activities
- Directing entire sales & marketing and business development operations; forecasting sales targets and executing them in a given time frame as well as designing need-based business plans for revenue generation
- Devising & effectuating Regional Level Business Plan for Channel Partners; monitoring the performance of Channel Partners, Business Associates & Vendors, monitoring product availability and plugging gaps for optimisation of performance levels

- Analysing latest market trends & chalking out measures for countering competition; organizing promotional campaigns and activities for the company's products & services with key focus on brand establishment & market penetration
- Developing relations with key decision makers in target organizations/individuals for business development; mapping client's requirements & providing them expert advisory services pertaining to selection of right products and services

ACADEMIC PROJECTS

Title: Status of Agro based Processing Industry, Junagadh district" under the guidance of Prof. D. M Vays, College of Agricultural Engineering & Technology, Junagadh

Title: Market Strategies of Herbal Shampoo V/S Synthetic Shampoo" under the guidance of Miss Manjari, Symbiosis Centre for Distance Learning, Pune

ACADEMIC TRAININGS UNDERTAKEN

- Northern Region Farm Machinery Training & Testing Institute Tractor Nagar, Hisar (Haryana) for 1 month
- Netafim Irrigation India Private Limited, Baroda (Gujarat) for 1 month

ACADEMIC DETAILS

PGDBA (Marketing) from Symbiosis center for Distance Learning, Pune with 63.9% in 2011
B.Tech. (Agriculture Engineering) from Junagadh Agricultural University, Junagadh with 7.28 OGPA in 2005

IT SKILLS

AutoCAD / MS Windows / Internet Applications

PERSONAL DETAILS

Date of Birth: 6th July, 1983

Languages Known: English, Hindi & Gujarati

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