

VAIBHAV GARG

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Seeking assignments in:

~ CORPORATE SALES & BUSINESS DEVELOPMENT ~

(Preferred sectors: Pipes, Valves, Tiles, Fire Fighting items, Consumer Goods Company)

CAREER OUTLOOK

- ☞ A result oriented professional with experience of 22 **years** in managing **Business Development functions encompassing Corporate Sales, New Product Launches, Brand Management, Client Relationship Management & Team Management.**
- ☞ Experienced in increasing sales revenues, exceeding targeted sales goals, developing profitable and productive business relationships, coordinating with decision-makers, building an extensive client base, and market development.
- ☞ Skills in breaking new avenues & driving revenue growth and proactively conducting opportunity analysis by keeping abreast of market trends/ competitor moves to achieve market-share metrics.
- ☞ Ability in developing relationships with key decision-makers in target organizations for revenue.
- ☞ Adept in image & brand building, leading, growing and managing professional associates and client relationships.
- ☞ An effective communicator with excellent relationship building & interpersonal skills.

AREAS OF EXPOSURE

Corporate Sales & Marketing: Taking care of the corporate sales & business development operations with focus on achieving predefined sales target and growth. Forecasting and planning monthly & quarterly sales targets and executing them in a given time frame. Analyzing latest marketing trends and tracking competitors' activities and providing valuable inputs for fine tuning sales & marketing strategies; initiating market development efforts.

Business Development: Managing complete sales operations with accountability for profitability. Executing the long term business directions of the region to ensure maximum profitability in line with organizational objectives. Interfacing with **clients - corporate clients** for suggesting the most viable product range and cultivating relations with them for securing repeat business.

Channel Management: Identifying and networking with financially strong and reliable dealers/ distributors resulting in deeper market penetration and improved market share. Developing and appointing new channel partners to expand product reach in the market and coordinating with the partners to assist them to promote the product.

Key Account Management: Developing relationships with key decision-makers in target organizations for business development. Ensuring quality delivery of services to the clients and managing activities pertaining to negotiating / finalization of deals (techno-commercial) for smooth execution of sales & order processing. Providing technical service support to clients and resolving their issues / concerns. Supervising execution of orders and follow up on payments.

Team Management: Providing direction, motivation & training to the Sales Team for ensuring optimum performance and enhancing their professional and soft skills. Monitoring and analyzing the performance of team members and assigning them targets on regular basis.

ORGANISATIONAL SCAN

Since January 2020 : Onwards working as a Vice President Sales in Navnidhi Metalogs Pvt. Ltd

Noteworthy Credits

- ☞ **Pivotal in managing corporate sales of Fire Fighting Material & Kirlosker Pumps, Genset, TATA Fire doors & Fire Alarm systems.**
- ☞ **Established network with Gaur Sons, M3M , NBCC Projects (Amarpali Projects), Havelia Group, Ajnara, MRG World, Ganga Reality, Dasnac, DLF, Unity Group, Omaze etc.**
- ☞ **Established network with MEP Consultants in Delhi NCR.**

Since April 2014 to December 2019 : Working as a GM Projects in AKG Extrusions Pvt. Ltd.

Noteworthy Credits

- ☞ Pivotal in managing corporate sales of AGRI SWR Pipes & Fittings
- ☞ Established network with like Parsvnath, Jaypee, Ansal, Era, Bharat Seats, Apex Encon, Emaar MGF, Amrapali, Ekdent, KDP Infrastructure Ajnara, Akasva, Mahagun etc.

Since Sep'12 to March 2014 Sperry Plast Ltd., as Business Development Manager

Noteworthy Credits

- ☞ Pivotal in managing corporate sales of CPVC Pipe & Fittings
- ☞ Established network with like Parsvnath, Jaypee, Ansal, Era, Bharat Seats, Apex Encon, Emaar Mgf, Amrapali, Ekdent, KDP Infrastructure etc.
- ☞ Organized product promotions for CPVC Pipe & Fittings in Pragati Madan.

Since Oct'08- Aug'12: Punjab Tubes Delhi as Corporate Manager

Noteworthy Credits

- ☞ Pivotal in managing corporate sales of G.I, M.S Pipe, Fittings & Valves.
- ☞ Established network with like Parsvnath, Jaypee, Ansal, Era, Bharat Seats, Apex Encon, Emaar Mgf etc.

Jan'06- Oct'08: Plutus Ind. (P) Ltd. (Importer of Home Appliances), Janakpuri, Delhi as Marketing Manager

Noteworthy Credits

- ☞ Monitored Sales Operations in East Delhi, Central Delhi, South Delhi & NOIDA region.
- ☞ Successfully implemented aggressive sales promotion and market penetration strategies.
- ☞ Instrumental in planning budget, improvising trade standards, meeting top-line and bottom-line objectives through business-driven strategies, etc.
- ☞ Holds the merit of successfully attaining established targets.
- ☞ Acknowledged for enhancing the brand visibility in the territory.

May'03- Jan'06: Franchisee of Videocon Int'l Customer Care Centre, Rohini Delhi as Branch Manager

Noteworthy Credits

- ☞ Enhanced brand visibility and sales distribution effectiveness.
- ☞ Led a team of 15 members.
- ☞ Served as Center Head and managed the complete operations.
- ☞ Adhered to all the customer service standards and successfully resolved customer issues by liaising with HQ.
- ☞ Stellar role in exceeding the sales volume targets and recording growth in sales volume.
- ☞ Implemented Displays & Trade Incentive Programs which augmented the sales.
- ☞ Drafted the MIS and assessed the performance of team members.

Aug'00- May'03: Service Provider For Kenstar - Padmini Home Appliances & Voltas, NOIDA as Manager Operations

Noteworthy Credits

- ☞ Conceptualized and implemented promotional campaigns and trade schemes to maximize sales distribution.
- ☞ Ensured smooth operations in NOIDA.
- ☞ Successfully served Bottle Fridges of Pepsi on behalf of Voltas Limited.
- ☞ Developed the MIS.
- ☞ Acquired the feedback by visiting various dealers and customers in a given area.
- ☞ Deftly managed Spares Accounts.

ACADEMIC CREDENTIALS

2009

MBA (Marketing) from M.D University.

1997

B.Com. from Delhi University.

PERSONAL DOSSIER

Date of Birth: 20th August, 1977
Linguistic Abilities: Hindi and English
Address: 1449/126, Durga Puri, Loni Road, Shahdara, Delhi-110093
Salary Package : 18 Lacs per Annum + Incentive + Actuals