

Prashant Kumar Harit



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JOB OBJECTIVE:

Seeking Managerial assignments in the field of Sales & Marketing with a view to learn & contribute to an organization, which believes in developing corporate entrepreneurs. I intend to equip myself with skills, knowledge and expertise to contribute to my organization.

SYNOPSIS

- ❑ Management professional with passion to create product and market...
- ❑ An astute & result oriented professional with **12 years'** experience in Sales & Business Development.
- ❑ Expertise in tapping prospects, analysing their requirements, rendering technical guidance to the clients and negotiate (commercially) for the orders.
- ❑ An effective communicator with excellent relationship building & interpersonal skills. Strong analytical, problem solving & organizational abilities. Possess a flexible & detail oriented attitude.

PROFESSIONAL SUMMARY

- ❑ Presently working with **RAK Ceramics India Pvt Ltd.** As **Asst.Regional Manager-Sanitary ware North (Chandigarh, Punjab, J&K, H.P, & Haryana).**
- ❑ Possess successful stint in sales field with sales promotion, business development, customer care and commercial functions in a challenging business environment.
- ❑ Significant experience in the management of business operations, execution of business plans for achieving profit targets and general administrative tasks.

AREAS OF EXPERTISE

Business Operations/ Marketing

- Proven Track records in achieving aggressive sales targets.
- Identifying and developing new streams for revenue growth and maintaining relationships with customers to achieve repeat/ referral business.
- Utilising public information & personal network to develop marketing intelligence & generating leads.
- Analysing & reviewing the market response/ requirements for coming up new applications.
- Managing activities pertaining to negotiating / finalization of deals for smooth execution of sales & order processing.

Channel Sales Management/Distribution/ Team management

- Creating an environment that sustains and encourages high performance.
- Monitoring, training & motivating the dealer manpower & ensuring quality service in the market.
- Creating and sustaining a dynamic environment that fosters development opportunities and motivates high performance among the Team members.

ORGANISATIONAL DETAILS

1. July 2019 to till Date with RAK Ceramics India Pvt Ltd.

As Asst. Regional Manager –Upper North -Sanitarywear. RAK is one of the largest ceramic Brand in the World with 25year ceramics expertise & US\$ 770 mn Group turnover. It includes Entire Range of Sanitary wear, Tiles, Kludi Taps.

- **Business Area** : Sales (Retail ,Projects) & Business Development
- **Brand** : RAK Sanitarywear ,
- **Area of operation** : Upper North (Chandigarh, H.P. Haryana, Punjab, J&K.)

The Accountabilities:

Represent the entire range of company products & services, work to improve organization's market position and achieve financial growth. Define long-term organizational strategic goals, build key customer relationships, identify business opportunities, negotiate and close business deals and maintains extensive knowledge of current market conditions. Guide the team and ensure the delivery expected and closely work with other division vertical heads, their internal sales team; marketing staff and other managers to increase sales opportunities and there by maximize revenue for the organization. Find potential new customers, present to them, ultimately convert them into clients, and continue to grow business in the future. Manage existing clients and ensure they stay satisfied and positive.

- To co-ordinate between distributors & Dealer to achieve Sales Target
- Developing and appointing new distributors & appointing new dealers to expand the products reach in the market and coordinating with the dealers & distributors to assist them to promote the product.
- Manage distribution network & handling transporters, distributors, C&F agents & mode of transportation for timely delivery.
- Developing and managing the events for Architect and Govt Department.
- To identify competitive threats through regular competitive analysis.
- Ensures the management is well informed on changing market trends.
- Leading & monitoring the performance of team members to ensure efficiency in process operations and meeting of individual & group targets.
- Mapping all upcoming projects & business opportunities & Liaoning with all leading architects, builders & consultants.
- Interfacing with clients for suggesting the most viable product range and cultivating relations with them for securing repeat business.
- Providing direction, motivation and training to the dealer & distributors and ensuring optimum performance.
- Evaluate performance & monitoring their sales & marketing activities.

2. Jan.2017 to June 2019 with at H&R JOHNSON (INDIA)-A Division of Prism Cement Limited

As Deputy. Manager (Corporate Business Development) H&R Johnson is Indian largest group in Tile's. It includes Entire range of sanitary ware, CP fittings.

- Business Area : Corporate Business Development
- Brand : H&R Johnson Tiles
- Area of operation : Chandigarh, H.P. Haryana

- Developing and managing the events for Architect and Govt Department.
- Product Specification through Architect & Department.
- To identify competitive threats through regular competitive analysis.
- Mapping all upcoming projects & business opportunities & Liaoning with all leading architects, builders & consultants.
- Interfacing with clients for suggesting the most viable product range and cultivating relations with them for securing repeat business.

3. May.15 to Dec.2016 with at QUEO,BARWOOD PRODUCTS LTD.(HSIL) as Asst. Manager Sales

HSIL is Indian largest group in sanitary ware. It includes Entire range of sanitary ware, CP fittings, Wellness & Tile's.

- Business Area : Luxury Bathroom Products
- Brand : QUEO
- Area of operation : Chandigarh, Punjab, Haryana, HP

4. Jun 13 to March.15 at M/S ROCA BATHROOM PRODUCTS PVT LTD as Assistant Manager

ROCA is largest group in sanitary ware. It includes Entire range of sanitary ware, CP fittings, Wellness & Tile's.

- Business Area : Sanitary ware & Faucets,
- Brand : Roca & Parryware.
- Area of Operation : Haryana & HP.

5. May 2008 to Jun.2013 at M/s Timex Group, as Sales & Marketing manager.

Timex Group is one of the largest company having malty products like mica, veneer, marble, ACP bond, pre-laminated board, wooden flooring, wall tiles etc.

- Business Area : Veneer & Mica.
- Brand : Timex
- Area of Operation : Chandigarh , H.P

OTHER ACCOLADES

- Two month internship with ICICI Prudential Life Insurance (July 2007 to August 2007).
- Two month internship at Maruti Suzuki India Lid.(Jamu automobile Pvt.Ltd,)(Apr07 to June 07)
- Won various prizes for state level Chess Championship.
- Part of NCC

ACADEMIC CREDENTIALS

- MBA** (Marketing & Finance) from Shobhasariya Engineering Institute, Siker Raj. In 2008
- B.A.** from University of Bikaner.In 2006
- 12th** from Board of Sec. Education Rajasthan Ajmer. In 2003
- 10th** from Board of Sec. Education Rajasthan Ajmer. In 2001

Attended training programmes on:

- Art of communication skills.
- Technical trainings.
- Motivation sessions.
- Product trainings.

IT SKILLS

Thorough knowledge in MS Office applications

viz Word, Excel, PowerPoint under Windows operating system and wide usage of Internet.

PERSONAL DETAILS

- Father's Name : Mr.Pushkar Raj Harit
- Date of Birth : August 03,1984
- Marital Status : Married
- Nationality : Indian
- Languages Known : English, Hindi, Punjabi
- Hobbies : Playing Chess, Cricket & Listening Music & Travelling etc.

OTHER DETAILS

- Current Location : Chandigarh
- Working area : Chandigarh, Punjab, H.P.J&K, Haryana.

Declaration

I hereby declare that all information provided above is true to the best of my knowledge.

(Prashant Kumar Harit)