



ISHAN NIRMAL

Sales & Business Development Manager

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🌐 Greater Noida, Noida - 201307

Profit driven Sales & Business Development Manager - A Versatile sales professional having experience of more than 20 years of technology sales management, high capacity sales experience in business development, key account management, branding strategies and territory growth initiatives in B2B, B2C and industrial market places. Extensive national sales and key account management roles selling products and payment solutions. Excel in establishing consultative and leadership style working relationship and extraordinary trust level with sales people and management to grow sales volume and outperform competitions. Proficient as a strategic thinker, process advocate and product champion in all aspects of value added solution sales, including market analysis, new product development, deal accountability and client relationship building, expertise in sales marketing and business management and having depth knowledge of market analytical skills, worked with many top companies like DuPont, BASF, DBC, 3M, MIRCA, L&T, NOVA, Videocon etc. **Technically Sound to gain customer trust and provide exceptional follow-ups, leading to increased repeat and referral business.**

Profile Summary

- A **competent professional** with rich experience of Sales and Marketing domain, contributes to company's growth through Outstanding communication and interpersonal skills with expertise in developing and maintaining strong and productive working relationships with clients and staff at all levels.
- **Highly skilled in developing and implementing successful business plans** for high impact product offerings with a confident selling approach, rapid delivery of high growth revenue results.
- **Highly skilled in offering excellent customer service, lead generation and CRM strategies to drive inquiries to acquire and retain new and existing customers. Proficient in online marketing, SEM to generate traffic and revenue.**
- **Influential communicator with strong interpersonal talents** in translating Client requirements into simplified business terms and benefit summaries that drive executive decision-making and account retention
- **Entrepreneurial expertise in the negotiation and execution of complex contracts and agreements with top management, vendors and key decision makers.**
- **Self motivated to achieve peak team performance, penetrate competitive markets, maintain optimal customer satisfaction and meet aggressive business objectives. Effectively manage complex projects and provide troubleshooting skills to resolve difficult issues ensuring adherence to targets.**
- **Proficient in building, training, motivating, mentoring and directing top performing groups of sales and marketing professionals, fully familiar with P&L, large scale budgeting and cost controls.**
- **Establish and cultivate new business relationships** through Trade show leads, incoming enquiries and other means while prioritizing the individual relationships for optimal growth impact.
- **Proven excellence in developing market and brand awareness** and in benchmarking & developing activities, research and identify new business opportunities including new markets, growth areas, trends, customers, partnerships, products and services or new ways of reaching existing markets.
- **Accomplished at gathering customer and market insight** to inform outreach strategies, increase customer conversions and generate more qualified leads and identifying effectiveness and impact of current marketing initiatives with tracking and analysis, and optimize accordingly.
- **Skilled problem solver with track record in developing and implementing solutions** to multi-faceted challenges and turnaround solutions.

Experience

General Manager - Sales & Marketing at Nitin Exim Pvt Ltd (NOVA)

Jan 2023 - Apr 2023

Brand Name – NOVA (Manufacture of Fabrics, Blinds, Blackout Lining etc.)

- Directed the team of 32 Sales Manager, providing orientation and training on product, management, sales & marketing, customer service, forecasting and leadership skills to advance company objectives.
- Research and identify new business opportunities including new markets, growth areas, trends, customers, partnerships, products and services or new ways of reaching existing markets.
- Administered key accounts, instructive customers on effective sales, marketing and other business development methods including successful contract and budget management approaches.
- Oversee the daily operations of the business, performed office, sales, marketing and management duties, looking after the growth of business and recruiting employees, create and implement process or programmers to ensure success.
- Do manage meetings and visits to generate business with MNC purchasers. Development of Channel Partners having big ticket size, building trust in existing customers on day today basis.
- Do manage meetings with Civil Engineers, Builders and architects and to coordinate with big vendors for bulk purchasing and on market strategies.
- Planned, directed and set the strategic direction of the sales and marketing programmes to maximize profit and increase product and brand awareness.
- Establish connections with potential clients and entice them to make purchases and framed sales pitches, address client values and interests
- Followed up with clients regularly to foster customer loyalty and retention, consistently earned high customer satisfaction rankings on post-visit surveys.
- Communicated with sales team remotely. Ensured alignment with company goals by participating in daily conference calls and video chats.
- Participate in Govt Tenders for project work.
- To keep check on UNOLO App, the working of Sales Team and to resolve their issues and problems on day-to-day basis for the smooth running of business.
- Actively manage and develop all levels of staff both direct and indirect reports, and support the company's talent development and management approaches.
- Set up the company's overall strategy and take the full responsibility for P&L and business performance. In coordination with stakeholders, develop and implement an integrated business plan that includes key strategies, tactics, financial objectives, budgets, channel structure, resource deployment, etc. Analyze financial and operating performance against plan and take corrective actions as necessary.

Sr.Business Development Manager(Pan India) at Diamond Building Care (DBC)

Feb 2022 - Nov 2022

Deal in Building Material Chemicals, Tile Adhesives, Wall Putty, Ready Mix Plaster etc

- Develop Channel Partners (B2B), C&F – Distributors and work closely with them, create and extend the market for sale of products. Establish connections with potential clients and entice them to make purchases
- Developing and executing marketing strategies to promote the Building Material products or services to new customers. Participating in strategic planning sessions with senior management to identify business opportunities and develop plans for growth.
- Presenting proposals to clients that outline pricing terms and other details of working together with the client. Working with members of the sales staff to develop new strategies for selling products or services to clients
- Identify new areas of commercial growth for the existing products and make recommendations for future product development. Work closely with our network of distributors to maintain sales targets in their geographies and ensure closure of sales opportunities
- Deals in all types of Water Proofing Chemicals, Poly – Propylene Coatings (PPC), Wall Putty, Tile Adhesives, Epoxy Resin, Polysiolxane Paints & Resins, Poly-Urethane Paints and in all sort of chemicals that get use in Building & Construction Materials
- Do manage meetings with Civil Engineers, Builders and architects and to coordinate with big vendors for bulk purchasing and on market strategies for the pitching of Building Materials
- Effectively have to manage complex projects and provide troubleshooting skills to resolve difficult issues ensuring adherence to targets.

- Research and identify new business opportunities - including new markets, growth areas, trends, customers, partnerships, products and services - or new ways of reaching existing markets, seek out the appropriate contact in an organization
- **Extensive all India visit, promoting and developing Punjab, Haryana, Rajasthan, Gujarat, Uttarakhand, Madhya Pradesh with 2 C&F, 16 distributor & 32 Dealers and started working on Himachal, Maharashtra, West Bengal & Jharkhand.**
- Communicated with sales team remotely. Ensured alignment with company goals by participating in daily conference calls and video chats.
- To keep check on CRM App, the working of Sales Team and to resolve their issues and problems on day-to-day basis for the smooth running of business
- **Get an honor of fastest CHANNEL DEVELOPMENT AWARD OF 2022-2023 for the state Punjab & Gujarat**
- Responsible for managing sales staff that brought in the highest annual revenue in the history of the company.
- Did Liaising in Govt departments for Projects, Tenders and bids.
- Managed supervisors and staff responsible for the coordination and development of the multiple programs, and the application and process regarding the treatments.

Sr. Business Development Manager at Monarch Infra Creations (MIC)

Jan 2020 - Dec 2021

Flavors N Feels™ Deals in FMCG (Pickles, Spices, Sharbat etc.)

Infra (L&T, KEC Group), Paint Decorative, Automotive & Industrial Paints (BERGER, NIPPON)

- Contributed experience and expertise as an active member of the senior leadership team
- Directly managing all major and critically developed clients accounts and coordinates them to entice sales pitches.
- Cultivate thorough comprehension of product line by reading industry journals, meeting with Architects, and touring manufacturing facilities.
- To handle complete office Administration, Production Handling, work distribution & sales team.
- Answer customer inquiries about products & technical issues. Choose general or technical language based on customer understanding of product function
- Work strategically - seeing the bigger picture, carrying out necessary planning in order to implement operational changes and setting aims and objectives in order to develop and improve the business
- Establish connections with potential clients for the development and extension of market and entice them to make purchases. Follow up the clients regularly to foster customer loyalty and retention.
- To Handle the Production, purchase, procurement & distribution of FMCG Raw Material, as well as has to check the quality of the end product by test Lab. Manufacture Organic Mustard Oil, Pickles, Wheat flour, Spices etc.
- Traveled throughout India promoting and marketing the products and to create channel partners for the distribution of products.
- Communicated with supervisors remotely. Ensured alignment with company goals by participating in daily conference calls and video chats, to Frame sales pitches address client values and interests.
- Consistently earned high customer satisfaction rankings on post-visit surveys.
- Did Liaising in Govt departments for Projects, Tenders and Bids.
- Communicate with passion to engage senior management to develop new products, services, and solutions to maximize FMCG results.
- Managed supervisors and staff responsible for the coordination and development of the multiple programs, and the design and construction of municipal infrastructure by the City and the development community.
- Supervised, trained, and evaluated assigned staff, such as assigning work, performing performance evaluations, assisting in personnel actions, supervising project progress.
- Attended various internal and external meetings regarding issues and respond to questions and inquiries from various individuals, groups, organizations or companies regarding a wide range of topics and issues.
- Prepared plans, specifications, and cost estimates of projects; obtained all required permits and approvals; and assisted in project advertisements and bid selections.

Deals in Paint Division (BASF, KAPCI COATINGS, Akzo Nobel, Sherwin William, HB Body)
Industrial Paints, Automotive Aftermarket Division (3M, Klingspor, MIRCA, INDASA)
VAS, Epoxy & PU Flooring(Berger, BASF,INTERNATIONAL)
Wood Coating (ICA, MRF, Sirca, Premium Coatings, Akzo Nobel, NIPPON)
L&T Vendor for construction, electrification project, OHE foundation, TSS Wall ETC.

- Developed trusting, lucrative business relationships with key decision makers with existing and new customers.
- **Increased client base** by identifying where improvements can be made and developing sales plans and strategies to achieve sales goals. Managing the product & price approvals, annual contracts, and royalty at all Automotive OEM dealers in Rajasthan for aftermarket business.
- **Strategized business directions** ensuring profitability in line with organizational objectives. Formulating business plans for overall development and accomplishments of top line and bottom profitability
- **Administered the entire gamut of sales forecasting**, new product launch, planning, supplies, managing regional depot for Key accounts.
- **Managed sales teams and sales operations. Outlined and managed sales budgets. Setting quarterly and annual sales goals and motivating the sales teams to achieve their goals.**
- **Monitored the market and competitor products and activities and providing detailed sales forecasting.**
- **Exceptionally managed, created and increased sales through existing and New Accounts, responsible for the increase of sales.**
- **Worked as Techno-Sales and managed wide variety of customer service** and administrative tasks to resolve customer issues technically and efficiently.
- Cultivate thorough comprehension of product line by reading industry journals, meeting with Architects, and touring manufacturing facilities.
- **Establish connections with major OEM potential Industrial clients like VIDEOCON, HAVELLS, LAVA (Mobile), MAHARAJA GROUP, PANASONIC, GEM Industries, PARTO, K.Y. Continental Furniture, KHATI and so on, entice them to make purchases of Metal & Wood Paints.**
- Drive Sales through all Industrial hubs of India, traveled throughout India promoting and marketing Paint sale. Framed sales pitches address client values and interests.
- Cultivate Epoxy & P.U. Floor Coatings as well as generate revenues from Industrial Epoxy Coatings.
- **Extend the sale within the span of 10 Years from 1 Cr to 30 Cr, received outstanding comments as well as exceptional feedback from senior Management.**
- Collaborated with L&T FOR WDFC construction site, Railway Building Construction, Railway Electrical Equipment Foundation and MADAR Electrification Project for Kishangarh, Dausa, Bandiqui and etc.
- Worked on OHE Foundation, TSS Wall as L&T Vendor.
- Monitored substation civil engineering related work and carried out site inspections to ensure compliance with standards. Supervised the subcontractors and regulated work schedule and delivery of equipment to site.
- Evaluated material specifications according to company standards and outlined techniques for obtaining results. Outlined requisite documentation for subcontractors, vendors, owners and engineers
- **Managed material and subcontractor takeoffs and computed subcontractor agreements for Project Manager Review. Evaluated the cost of labor, tools, subcontractors and materials.**
- Supervised subcontractors and regulated work schedule and delivery of equipment to site. Monitored material in hand and the utilized quantity
- Tracked equipment reports and monitored completion of equipment return reports as well as tracked projects RFI's (Request for information).
- Coordinated in site meetings with owners, engineers, employees and subcontractors and formulated pay requests for project manager approval.
- **Communicated with supervisors remotely. Ensured alignment with company goals by participating in daily conference calls and video chats**

Deals in Automotive, Wooden & Industrial Paints (DuPont, ICA, Sirca, Premium Coatings)

Automotive Aftermarket Division - 3M

- Deals with OEM dealership like Maruti, TATA, Ford, Mahindra, Hyundai etc.
- Deals with major Local Body shops like Bus Body, Small Painting Workshops
- To handle Complete office Administration
- Keep an on supervision of Sales Person as well as to take Daily activity Reports(DAR)
- To make Business Planning, Strategies to compete the market.
- Development and extension of market for sale of products
- Work Distribution and Completion, Check and finalize Color Shades
- Building of relationship with clients and to satisfy them
- Daily Planning for sales growth as well as for collection
- Specialized in Wood Coatings with Technical Perfection
- Specialized in Floor Coating with Technical flair
- Specialized in Automotive Paints with deep Technical Knowledge

Education

Symbiosis, Pune

Nov 2006

- PGDM
- Specialization in Personnel Management & Industrial Relation

Rajasthan University, Rajasthan

April 1995 - Mar 1998

- Bachelor Degree
- Bachelor of Commerce

Certificates

TALLY Certificate of Excellence

Apr 2018

Technical Certificates of Paint Excellency

Apr 2002

Core Competencies

- Business to Business (B2B)
- Business to Government (B2G)
- Sales & Business Development
- Brand Development
- P&L Budgeting & Allocation
- Market Analysis
- Project Management
- Government Liasoning
- Interpersonal Skills
- Strategic Planning
- Negotiation
- Focused
- Techno Sales of Refinishing Paint, Wood Coating & Epoxy Coating
- Problem Solving
- Communication
- Leadership & Motivation
- Presentation
- Online Marketing
- Team Building
- Computer Skill
- Positivity
- Critical Thinking
- Color Matching
- Color Formulation
- Relationship Building
- Versatility
- Mentoring skills

Date of Birth 14 November 1978