

PAREESH TREHAN

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- An Award Winning, FIT, Prolific , Enthusiastic, Efficient, Hardworking and Innovative Sales Professional.
- More than Twenty years of Hardcore Experience at Administration/Managerial and Execution levels.

Key Skills

- Institutional/ Industrial/ Corporate /Trade/Channel Sales, New Business Development, End to End Sales Procedures, Market Strategy & Planning, Sales Training, coaching & mentoring of Team.
- Develop & Implement Sales Strategies , Negotiating & Closing deals/contracts.
- Collaboration with Cross functional teams to ensure timely & successful delivery of products & services.
- International/ Web/ Internet E-Commerce Platform Sales, B2B & B2C Sales.
- Web Based Tools like customer relationship management CRM.
- Developing & Delivering presentations to prospective clients & sales forecasting/budget reports to Management.
- Govt., Semi Govt., Defence/ Railways / PSUs, Govt. Registrations, Liasioning, Tendering, E-tendering, Bidding, Costing & Estimations, Correspondence & Communication, Payment Realization.
- Rate Contract with DGSnD, GeM, State Directorates of Supplies and Disposals and Controller of Stores.
- Retail Sales of Automobiles, Commissioning & Running 3S Showroom/ Service Centre, Training, Handling & Managing Sales Team, Customer Relation Management, Maintaining & Expanding Existing Business.
- FMCG and Automotive Spare Parts Sales, Establishing, Operating & Managing Distribution Sales Network.

Product Category Handled

Builders Material & Architectural Hardware, Locks, Capital Equipment , Industrial, Power/Electrical Machines, Diesel Generators, Chemicals, Automobiles, Automotive Spares, FMCG products.

Education & Professional Trainings

- Master's in Business Administration (Major in Marketing Management), (Marketing of Services, Retail Management, Marketing Research & International Marketing as core subjects)
- Certificate of Achievement in "The Fundamentals of Digital Marketing" from Google EMEA.
- Graduation from Maharishi Dayanand University.
- Secondary & Sr. Secondary in Science Stream from Delhi School Education Board & CBSE respectively.
- Specialized course in Sales & Retailing from National Institute of Sales (N.I.S.)/ Sales Excellence & Administration in today's changing scenario of competence from Mercurri Goldmann (International) for Sales Managers of Bajaj Auto Ltd.
- Successfully Completed various sessions on technical & sales training about Hardware/Building Materials/Automobiles, Engines & DG sets at Harrison Locks, Bajaj Auto Ltd , Mahindra & Mahindra Ltd.

Awards & Felicitations

- Trophy for 'Best Sales Debutant Performer in Corporate & Govt Sales in North India' by Mahindra & Mahindra Ltd (Powerol Division) by their Vice President.
- Trophy for the 'Star Sales Person of North India' for excellence in Motor Cycle sales by their Vice President of the Bajaj Auto Ltd at Pune HO.
- Thrice awarded as 'Employee of the Year' by Bagga Link Services Ltd. for excellent performance.
- Honored as the 'Best Debutant & Sales Performing Employee of the year' in Sanjay Diesels.
- Honored as the Best Employee of the Month thrice (Sept 2014, January & April 2015) in Harrison Locks.

Personnel Details

- Married & blessed with Two children. Permanent resident of Delhi. (DoB 21.02.1973).
- Former Sub Junior Champion of Delhi in Chess & Cycling. Sudoku Professional Leveller.
- Successfully Completed Five Reputed Half Marathons (Airtel & ITBP) in 2012, 2013,2014 & 2019.

Interests & Hobbies

Special interest in Travelling, Music, Reading and Technology. Having own blog on Travelling adventures & Management related thoughts/articles. Completed many adventurous solo motorcycle rides.

Date & Place

Yours Truly

B-1/204 Yamuna Vihar Delhi (India) 110053

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Pls refer to next page for summary of professional experience.

Professional/Organizational Experience Summary Pareesh Trehan

Industry	Name of Organisation	Brief Description	Position	Duration	Responsibilities	Achievements
Building Material/Door Hardware	Rishi Seals Pvt Ltd	Brand Beeta/Saswat/Envogue for Door/Furniture/Wooden Hardware & Contractual brands.	Sr Manager	Oct 2021 - Date	Opening New Sales Channels such as builders, corporates, door manufacturers, fire door industry & Govt Contractors & Business Development.Strengthening Brand in Corporate/Institutional Verticals. Training & Nurturing Sales team.Revenue & Outstanding Management.	Started & Managed various B2B Sales Channels B2C like IndiaMart/Udaan/TradeIndia/GeM Etc., Initiated & introduced product range in various Corporates/Builders Like Signature Global, Ace Group, Alstone, TNT Builders, Central Park,Greenlam, PWD, CPWD & many other Door manufacturers, Fire safety companies & Contractors. Trained & Mentored the Team for Business Development. Registered Brand to Govt/Corporates/Institutional/Projects. Curated & developed the data of all Residential REPA & CREDAI Projects running in PAN-INDIA for Business Development.
Locks, Door/Furniture/Kitchen/Architect ural Hardware	Suzu Steel India	Brand Suzu for Locks, Door/Furniture/carpenter Hardware	Regional Manager	Sept 2020 - Sept 2021	Developing & Handling Institutional, Project Sales & Channel Sales initially in Delhi NCR & North India.	Developed & Handled Institutional, Project Sales & Channel Sales initially in Delhi NCR & North India. Added few reputed Clients like Signature Global, StarCity(Ace) Group, R-Tech Group, Central Park Developers, Big Builders, Hippo Stores, NCL Buildtek , TNT Developers, CRC, REPL as few in the company's reputed client list in very few initial phases of tenure.
Locks, Door/Furniture/Kitchen/Architect ural Hardware	Harrison Locks & Hardware	Brand Harrison for Locks & Hardware	Sr Manager	Sept 2013 Aug 2020	Business Development,Revenue Increment & Brand Establishment in Delhi NCR & North India.	Initiated & Developed Sales initially through Channel Sales, then established relationship & develop every alternative sales channels like Project/Builders/Corporate/Institutional/Govt/Architect/Interior Designers/PMC/Contractors/Promotional Activities through actual users like Carpenters ETC. Noticable Few Clients: Ashiana homes, Ashiana Housing, Paramount Group, L&T, NCC, OYO Hotels,Ace Developers,Eldeco Properties,Paramount, Omaxe,MAPSKO,Parasnath,Saya Buildcon,Today Homes,M3M,Kaheja Developers, BSES, Tata Power, Reliance Jio,ICAI,GeM, Flipkart, McCoy Mart ETC....
Electro-Mechanical/DG Sets	ADI Automotives Pvt Ltd	DG Set GOEM with Escorts, Eicher Volvo & Mahindra Navistar & manufacturers of Electrical control panels, retailing solutions and automotive parts.	Business Development Manager	Nov 2012 Aug 2013	Developing & Handling Govt. Industrial, Institutional sector sales for DG sets & Retail Solutions.	Listed with various govt. departments and PSUs as Northern Railways, DGSND, Controller of Stores of different states & various Municipal Corporations. Procured orders from clients like MCD, NRHM, and RC from Controller of Stores HP. Procurement process AIR & DD, T&L, DSND Haryana, Dairy Milk Producers Federation Gujarat, ONGC , OF Board, DAE, ISI, Haryana, Rajasthan & J&K e-tendering , AAI, CPWD etc.
Electro-Mechanical/DG Sets	Sanjay Diesels	DG Set GOEM with Mahindra & Mahindra Powerol, Huafeng	Sales Manager	July/2009 Oct 2012	Business Development in Corporate, Institutional, Retail and DGSND segments with end to end responsibility	Procured some prestigious & valuable orders from Voltas Ltd, Ansals Buildwell Ltd, Army Order for UN at Haiti , Central University of Haryana, APL Logistics, Bajaj Electricals Ltd, HP medical Council, Ansals Buildwell Ltd, Sikand & Co, CPWD, Ashiana Homes, HP, BP & Indian Oil petrol pumps independently. Recruited, commissioned and trained retail sales team for Delhi NCR and Western UP for retail sales & Built-up network & sold DG sets on DGSND rate contract in various Govt & allied departments.
Chemicals & Pesticides	Hughes & Hughes Chem Ltd	An Indo-British Joint Venture Chemical Company, engaged in Manufacturing & Marketing of Bird Deterrent products.	Area Sales Manger North India	June 2007- June 2009	Marketing, Business promotion, Communication & Coordination for Sales, Laising and Realizations in North India Industries.	Got proficiency in Industrial, Institutional & Govt. communication, Laising & procurement procedures. Clients are all big organizations, institutes & industries engaged in manufacturing or having good architectural structures, Govt. & Semi Govt. Depts. like Indian Railways, Civil Aviation , Indian Air Force, State Electricity Boards, Hydro Power Stations ; PSUs Like NHPC, NFL, corporate houses & All Leading Hotels etc...
Automobiles	Bagga Link Service Ltd. , Rajiv Automobiles Ltd & Fairdeal Automobiles	Premium Dealerships of Bajaj Auto's Personnel & Commercial Vehicles in Delhi. Professionally Managed Organizations with sales of 10000/Vehicles Per annum.	Sales Executive → Asst. Manager → Sales Manager →DGM	Dec 1995 June 2007	Sales, Outdoor Marketing with Sales Promotion activities & Institutional sales.Retail Finance Procedures & Remittance of Payments.Managing & up-scaling the Customer Satisfaction Index & Customer Relation Management:Entire procedure of Exchange Dealers & DSAs, Aesthetics, merchandising, display of vehicles & all showroom related activities.	Achieved outstanding sales targets for Sunny & Motorcycles.A record 275 vehicles were delivered in a single day in France from my desk. Trained & nurtured team of 35 people. Handled the team of approx. 75 people. Youngest Manager at any Bajaj Dealership of Repute.Launched Pulsar, the most successful brand of Bajaj Auto. Three new sales/ service counters started & commissioned in Delhi. Added corporate clients like Omaxe Ltd., Ansals Buildwell Ltd., Automobile Association of Upper India, National Physical Laboratory, BEL, TNT, Domino Pizza, Hindustan Times, Le-meridian, Latit Hotel,DTC, MCD, Delhi Police, Army Canteens, Foreign Embassies etc.
FMCG & Automotive Parts	Steel Bird Hi-Tech Ltd. & American Dry Fruits Ltd.	Mother's Recipe, Aero Plane in FMCG & Steel Bird in Automotive Spare parts	Sales Executive/ Officer	July 1993 July 1995	Primary & secondary sales & business promotion related activities.	Created sales network in Delhi/ NCR, UP, Haryana & Super Bazaars in Delhi. Proficiency in Primary & Secondary Sales, Business promotion & Channel Partner/Dealer handling. Successfully debuted products in various territories in UP, Haryana, Punjab regions.