

# TASEEN M B

No. 19/2, 403, 4<sup>th</sup> Floor, Muttapa Compound, Nagavara Bangalore-45

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## Sate Head-Senior Manager-Johnson Marbonite

Seek a challenging position with a growth-oriented organization, which would give me the opportunity to utilize my work knowledge and technical skills for development of professional/personal goals & organizational Objectives

### PROFILE

- **Flexible, innovative, quick learner and committed to continuous self-improvement.**
- Result-oriented **Marketing & Sales professional** with 16+ years of experience in handling **Team Management, Marketing & Sales, Secondary Sales, Client Relationship, Architect Relationship, Product/Brand Promotion** and currently working with **Prism Johnson Limited** for **Johnson Marbonite** as **Karnataka State Head**.
- Designed innovative sales strategies to ensure deeper penetration, customer loyalty and brand presence, thereby bringing in substantial growth in revenues.
- **Expertise in Pre-Sales, Second-Sales, Project Sales and Account Management.**

#### Achievements:

- **Won Regional Champion Award in Sales(Somany) for FY15-16 for Karnataka** · **Won 4 Sparkling Star Award in FY 14-15(Somany)for Bangalore Group** · **Did 4 IHB Meets(Individual House & Bungalows) for FY 15-16** · **2 Architect Meets for FY 15-16** · **Cracked Shriram Properties 2 Major Projects Worth 19 Crores in FY 14-15/15-16** · **Appointed New Dealer Yashas Ceramics in FY 14-15 help him to achieve turnover of 13.6 CR in his first Financial Year and Made him top dealer for Karnataka and Top 7<sup>TH</sup> dealer for Pan India.** · **Projects Won and Pipeline created 36Cr for FY 2020-21 in Grohe**

#### Core Competencies:

- Sales, Distribution & Marketing Management · Brand / Product Management · Marketing, Product & Project Management · Corporate Sales · Product Launch / Promotions · Market Analysis · Team Management · Retail Management · Strategic Management · Project Management · Training/Development · Business Development · Vendor Management · Consumer Behavior · Client Relationship Management · Key Account Management · Competition Analysis ·

### PROFESSIONAL EXPERIENCE

M/S BERGER PAINTS INDIA LTD. Senior Sales Representative (2 Promotions)	Jun/2006 to Jan/2011
M/S KAMDHENU ISPAT LTD (Paints Division). Senior Sales Officer	Jan/2011 to Feb/2013
M/S SOMANY CERAMCIS LTD Sr. Area Sales Manager (2 Promotions)	Feb/2013 to Dec/2016
M/S GROHE INDIA PVT LTD Project Account Manager – Project Sales (1 Promotion)	Jan/2017 to Dec/2019
M/S KAJARIA CERAMICS LTD Regional Manager	Dec/2019 to Aug/2021

- spearheading efforts as **Senior Manager**, Responsible to handle **Karnataka State for PVT Division**. Develop plans and strategies for developing business and achieving the company's sales goals. **Team Handling, Retail & Project Sales, Builders Meet & Contractors & Eng. Meet, Appointing & Developing New Dealers, Material Management, Making availability of material on time, Product Forecasting, Team Handling.**
- Lead generation, identify the prospects, keep follow-up, and convert that follow up into the sales & also to provide Post-sales assistance.
- providing solutions to end customer and making presentations about effective use of product and ability to communicate about the product features and benefits.
- Identifying potential accounts, analyzing their requirements, rendering technical guidance to the clients and negotiating for the orders.
- developing marketing strategies to build consumer preference and driving sales volumes through channels.
- providing direction to execute **promotions/launches** in sync with regional characteristics.
- Conducting & organizing **sales promotional activities for new as well as the existing products**, as part of brand building and market development effort.
- Develop relationships with clients, keep a track of the quotations and finalize the quoted enquiries.
- Mapping client's requirements & providing them best products / solutions; identifying prospective clients, generating business from existing clientele.
- Analyzing customer behavior for each product line and provide inputs towards formulation of marketing strategy; identifying causes for dissatisfaction among customers & taking steps to overcome the same.
- Building & maintaining healthy relations with clients; ensuring maximum customer satisfaction for referral business and program.
- **Preparing management level reporting through MIS** on the brand's performance needs and forecasts.
- Understanding customer needs and accordingly customize the business solutions.
- Training & monitoring the performance of team members to ensure efficiency in sales operations and meeting of individual & group targets.
- Conducting meeting for setting up sales objective and designing or streamlining process to ensure smooth functioning of sales operations.
- Ensure timely resolution of customer and retailer's complaints.
- Accountable for hiring, motivation & achieving business/sales targets with the support of my team.

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### EDUCATIONAL QUALIFICATION

**B.A. National College / Bangalore University**

**Computer Skills: MS Office**

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FATHER NAME : **BASHA.M**  
ADDRESS : **NO 19/2, 403, 4<sup>th</sup> Floor, Muttapa Compound, Nagavara, Bangalore**

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DATE OF BIRTH : **09-June-1982**  
GENDER : **Male**  
MARITAL STATUS : **Married**  
LANGUAGES : **English, Kannada, Telugu, Hindi**  
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REFERENCES : **Available on Request.**