

DHINESH T

Approx. 10 years of Sales exposure by developing a database of loyal customers to increase engagement and retention. Increasing time spent nurturing existing customers.

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Key Skills

Channel Sales / Dealer Sales

Direct Sales & Marketing

Product Promotion & Planning

Retail Planning

Market Development/Intelligence

Channel Profitability & Revenue

Key Account Management

Territory Planning and Handling

New Account Development

Direct Customer Handling

Profile Summary

- ▶ A goal-oriented professional offering the experience in Sales, Marketing and Relationship Management with Asian Paints
- ▶ Applied innovative & customized marketing & communication strategies aimed at increasing customer acquisition, penetration & revenue; ensured that the lead inflow, quality of leads, assignment & conversions ratios were monitored and corrective measures were taken
- ▶ A keen planner and implementer with skills in effectuating strategies, driving teams for successful management of sales in assigned region
- ▶ Proficient in driving business operations encompassing customer relationship management, administration, market analysis, development of new markets and market segments
- ▶ Expertise in formulating executable channel / distribution management plans and implementing the same in assigned territories; appointed several dealers /channel partners across the entire career
- ▶ Became a 'go-to' person for revenue maximization aided by business intelligence, pricing & product management and developing products basis consumer usage data analysis driving salience, customer traction
- ▶ An effective communicator with strong analytical, coordination, leadership & relationship skills; possess excellent team development skills through consensus building, promotion of teamwork spirit and motivation

Career Timeline

Apr 2009 – Sep 2010 • Triumpph Honda

Oct 2010 – Mar 2013 • Muthoot Fincorp

Apr 2013 – Oct 2020 • Asian Paints Ltd

Work Experience

Asian Paints as Territory Sales Officer, Salem

Apr 2013 to Oct 2020

Territory Sales Officer, Salem

April 2020 to Oct 2020

Customer Service Officer, Chennai

April 2018 to March 2020

Territory Sales Officer, Madurai

April 2017 to March 2018

Territory Sales Officer, Erode

April 2015 to March 2017

Territory Sales Officer, Pollachi

April 2013 to March 2015



- Working closely with the cross-functioning vertical of Asian Paints in order to achieve the sales
- Providing datas on regular basis & updating the team in order to make the comfort for their target achievement
- Maintaining and coordinating with full time applicators/contractors for ground level supports
- Developing new methods of tapping the potential market
- Identifying key contacts at potential client companies to establish and foster relationships
- Effective negotiator in finalizing the Homesol sales deals in Key sites other project institutions.
- Expertise in training the dealers, contractors & painters with product technicalities & mentoring the peers to ensure efficiency in sales operations and meeting of individual & group targets
- Successfully assisted the dealers in achieving overall sales target through regular discussions and training support
- Contributing in opening a new dealer, managing credit and billing
- Rendered support in resolving dealer queries and issues; provided & shared all relevant information to dealer network such as on schemes, influencer activity, dealer accounts for proper business conduct
- Conducted trainings for the Contractors post identifying their training needs
- Responsible for establishing and developing productive relationship with existing Channel partners, Painters and Contractors.
- Updating dealers about the change in product price and new product launch.
- Assisting the dealers in achieving the targets and providing them scheme related offers and benefits for the particular month.
- Implementing sales promotional programs for brand building such as painter meets at dealer place, events for dealers, painters and contractors.

Notable Contributions

- Appointed 95 new dealers in territory
- Crossed sales targets in three successive years and achieved sales incentives year on year
- Promoted 6 ColourWorld (CW) to CRs (Critical Retailer)
- Increased Collection Efficiency Index (CEI) from 92% to 95%
- Highest no of target achiever in Homsolution
- Conducted first Engineers meet in Madurai which was first in India and Increased loyalty of Engineers & painters towards Asian paints brand

- Managing entire marketing and Sales activities and operation activities
- Responsible for achieving Gold loan & FD targets month on month
- Ensuring regular interest payment on time from the client

- Showroom level & field level sales activities
- Generating leads for additional sales
- Collecting payment and allocating the vehicles

Education

- **MBA** from Coimbatore Bharthiyar university (distance education), Coimbatore in year 2014
- **BBA** from AVS Arts & Science College, Salem in year 2009
- **HSC** from SMHS school, Salem in year 2006
- **SSLC** from SMHS school, Salem in year 2004
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Training Programs

- Certified for attending a one week "Management Development Programme" in Indian Management Institute, Delhi in Asian paints during 2019.

Personal Details

Date of Birth : 25/06/1989

Gender : Male

Languages Known : English, Tamil

Marital Status : Married

Mailing Address : 11-2/129, Muthu Muniappan Kovil street, Tharamangalam – 636502.

Computer Proficiency

- Proficient with MS office (Word, Excel & Power point)
- Internet Functions