

HARDIK PATEL

104, Desaiwad, Kaliawadi, Navsari, Gujarat
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BUSINESS DEVELOPMENT PROFESSIONAL

Sales & Marketing • Brand / Product Management • Market Analysis • Team Management • Strategic Management • Business Development • Client Relationship Management • Competition Analysis

- Currently spearheading efforts with **JH Water Technologies** with identify and target potential customer in South Gujarat region for water treatment products.
 - Conduct market research to understand customer needs, preference and industry trend, Develop and implement strategic sales plan to achieve sales targets and expand market share.
 - I collaborate closely with architects and interior designers to understand their project requirements and offer tailored solutions that integrate seamlessly into their designs.
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PROFESSIONAL EXPERIENCE

JH Water Technologies since 2017 to Present

- As an Area Sales Manager at JH Water Technologies, I excel in driving sales of domestic, commercial and Industrial water treatment products. Leveraging strategic planning and client relationship management.
- My responsibilities include identifying potential clients; provide personalized consultation to clients, offering tailored solutions to meet their specific requirements.
- I adeptly conduct site visit, negotiate contracts and provide customer support, resulting in expand market presence. Address client inquires, concerns and complaints in timely and professional manner

Life Made Ezee Technologies Pvt Ltd since December 2015 to December 2016 **Area Sales Executive (Water Softener)**

- Identification and aggressive acquisition of Franchisee with long term and sustainable buying potential and maximized revenue generation.
- Strategy building for **product launch, product positioning and brand management** by developing and leveraging strong relationships with key decision makers
- Interacted with the customers to understand their needs/ requirements while assisting them for the required services and maintaining customer relationships to build the future perceptiveness

BHUMI SALES (Brand-Sony, Bluestar, Elanpro) • Jan 2009 to December 2015 **Team Leader**

- Develop Business opportunities and expand product lines at Dealers level within south Gujarat area, developed strong relationship with Dealers. Conducted sales presentations and product availability and prompt service satisfaction
- Developing and enhancing business and carried out seamless marketing activities to achieve the assigned targets
- Mapped business dynamics with continuous monitoring competitor moves, product evaluation and changing needs for realigning strategies for business development.
- Analyzed and planned the business, dealer wise, product category and SKU-wise for the assigned area.

Sya Links (Brand-Electrolux, Akai, Birla, Organic) Oct 2005-Jan 2009

Business Development Executive

- Developed Business opportunities and expand product lines at Dealers Level (South Gujarat, Surat & up to Bharuch area) developed strong relationship with dealers.
- Gather market intelligence about competitors and ensure accurate and timely communication to management regarding changing field conditions that effect volumes. Design and Execute Strategy to counter competition.

EDUCATIONAL CREDENTIALS

Master in Business Administration, 2006,

Bangalore University

Bachelors in Commerce, 2004

Veer Narmad South Gujarat University, Surat.