

# MANISH GOEL

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## SENIOR PROFESSIONAL

Senior Manager in Sales and Office Management

### A BRIEF OVERVIEW

- ✓ A dynamic professional with **about 22 years** of rich experience in Sales & Marketing / Revenue Expansion activities with the diverse industries.
- ✓ Adept in managing entire life cycle in development / introduction of new brands including product type & quality assessment, vendor positioning, pricing & advertising policies, promotional and visibility plans, market surveys, etc. at regional levels, tie-ups for establishing primary & secondary networks.
- ✓ Comprehensive experience in developing relationships with key decision-makers / senior management in large corporates & enterprises for business development, suggesting most viable services & cultivating healthy relations with them for achieving their satisfaction as well as securing repeat business.
- ✓ Proficiency in managing business operations with key focus on bottom line profitability and customer satisfaction by ensuring optimal utilization of resources as well as handholding of business partners & other key stakeholders.
- ✓ An effective leader with abilities in leading, training & motivating a workforce for accomplishing greater operational efficiency for selling and promoting cost effective technology and products / solutions for business excellence.

### OTHER KEY SKILLS

Strategic Planning  
Meetings & Reviews  
Receivables Mgmt.  
Complaint Mgmt.

Budgeting, Forecasting Cost Control  
Techno Commercial Negotiations  
Quality Assurance  
Market Intelligence / Trends Analysis

New Systems Implementation  
Data Collection  
Liaising & Coordination  
Resource Optimization

### CURRENT WORK EXPERIENCE

**SAURASHTRA CEMENT LTD ( MEHTA GROUP COMPANY )**

**May 2021- May 2022**

**Paint Division after acquiring SNOWCEM PAINTS**

**Regional Sales Manager – North India**

#### Key Deliverables

- ✓ **Managing business operations of the company in North region with Zonal Office at Delhi and depots at Jaipur, Ghaziabad and Kanpur.**
- ✓ Expanding the existing dealer and Project network as well as initiating new development of the profit areas of the company.
- ✓ Handling various key management issues related to Marketing Strategy , Sales Budgeting , Product Pricing , Sales Promotion , Sales Team Employment , Stock Indenting , Credit Control , Dispatch of Sales Orders & Stock Transfer, Inventory Management and general Office Management including HR activities at Zonal Office etc.
- ✓ Meeting and handling product related queries of BUILDERS ,GOVT CONTRACTORS and M.E.S. / M.O.D. for product approval / recommendation on existing or upcoming sites/ projects .
- ✓ Improving Credit Control over dealers and providing faster services from the company in terms of Supplies , Accounting , Product / Shade Development , Sampling , Pricing etc.
- ✓ Meeting Architects , Builders & Interior Designers for company product info updation , product approval on projects , product development issues.
- ✓ Managing Logistics support for supplies to the customers and Inter depot stock transfers.
- ✓ Inventory Management of Zonal office and depot stocks. Forecasting of stock requirements for next two months.
- ✓ Manpower recruitment of Regional Sales & Commercial personnel requirements. Maintaining HR activities of existing staff of the region.
- ✓ General Administration including office maintenance, attendance & Leave record maintenance, stationery purchase etc

## PREVIOUS WORK EXPERIENCE

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**SNOWCEM PAINTS PVT LTD**

**Oct 2018 – April 2021**

### **Regional Sales Manager – North India**

#### **Key Deliverables**

- ✓ **Managing a Sales Team of 3 Managers & 11 Executives in assigned territories of Delhi , Haryana , Punjab , Himachal , Rajasthan , Uttar Pradesh & Uttrakhand with offices /depots in Delhi , Faridabad , Jalandhar , Dehradun , Ghaziabad , Kanpur and Jaipur catering to market requirements of Water Based Wall Coatings comprising of Exterior and Interior Emulsions , Primers , Acrylic Distemper , Wall Putty and Cement Paints.**
- ✓ Expanding the existing dealer and Project network as well as initiating new development of the profit areas of the company. **Currently handling approx. 200 dealers in the designated territories .**
- ✓ Meeting and handling product related queries of BUILDERS ,GOVT CONTRACTORS and M.E.S. / M.O.D. for product approval / recommendation on existing or upcoming sites/ projects .
- ✓ Conducting Dealer Shop Meets and Contractor / Painter – Meets to educate and update shop boys and painters with company product range , their application , new product development scope , incentive schemes , comparison with competitor products etc.

**MRF CORP LTD – NEW DELHI**

**June 2006 to Sept 2018**

### **Area Manager – Sales & Marketing ( Delhi , Uttrakhand & Eastern UP )**

#### **Key Deliverables**

- ✓ Managing Sales Depots of Delhi , Dehradun and Kanpur with their Sales , dispatches , Inventory management , general administration and Accounts related issues.
- ✓ Expanding the existing dealer and OEM network as well as initiating new development of the profit areas of the company. **Handling approx. 180 customers in the designated territories of Delhi , Eastern UP & Uttrakhand with a annual sales of 9 Cr of Product Value.**
- ✓ Supervising a team of 6 Sales & Service Technologists in the territories of Delhi, Uttrakhand and Eastern UP
- ✓ Generating sales from industrial , projects and domestic customers from leads taken from dealers , old customer references , data generated from internet etc and routing them commercially through retail network.
- ✓ Handling various projects with Builders and Developers like Taneja Developers and Infrastructures , Anantraj Constructions , Today Group of hotels , HotelCrownPlazaetc. and OEMs like Lumax Industries , India Japan Lighting, Sun Vacuum Industries , Dantal Hydraulics, Hero Motors , Paharpur Cooling Towers etc.
- ✓ Meeting and handling product related queries of ARCHITECTS , BUILDERS , CONTRACTORS and INTERIOR DESIGNERS for product approval / recommendation on existing or upcoming sites/ projects.
- ✓ Visiting Industries with Sales Team for PU & Epoxy requirements for GI and Woodcoating Requirements. Handling product development queries , conducting trials & sampling , Commercial discussion and product approval .
- ✓ Have conducted Painter Meets with the sales team , at dealer outlets on monthly basis to upgrade Shop boy and painters/contractors for product application , new product updation , their profitability , quarterly schemes etc.
- ✓ Expertise in handling enquiries and complaints relating to trials & application of Clear , Opaque & Metallic finishes of Normal & High Gloss Wood Finishes.
- ✓ Successfully handling the customer requirements in the field of Metal Coatings , Floor Coatings , Industrial Coatings , Glass Coatings , Plastic Coatings , Wood Coatings etc.
- ✓ Well versed with technical and application related issues of Special Effect Coatings like Crackle , Fluorescent , Pearl , Soft Feel etc.
- ✓ Have an expertise in handling queries related to application on both Ferrous & Non-Ferrous Metals to provide the best anti-corrosive properties and aesthetic requirements of the customer.

#### **Highlights**

- ✓ **Supplied almost 39 Kl of Woodcoatings to U.P.RajkiyaNirmanNigam ,used in the construction of Lucknow High Court and UP Sachivalaya in Lucknow. The material was supplied from Q3 2014-15 till Q1 2017-18.**

- ✓ **Supplied 30 kl of Industrial PU , Epoxy Primer & Thinner at DLW , Varanasi** for application on Diesel & Electric Engines.
- ✓ Generated business of highly anti-corrosive coatings in Sewage Treatment Plants of Fabric-Dyeing Mills.
- ✓ Successfully managed the gamut of operations for supplying and managing various PU requirements at Commonwealth Games 2010 at Yamuna Sports Complex East Delhi and DMRC Projects at Dwarka , TDI Mall ( Kundli ), Moments Mall (Kirti Nagar ), Hotel Crown Plaza ( Rohini ). Supplied Industrial Epoxy Primer with Industrial PU Top Coat at these projects.
- ✓ Initiated development of skillful hand in SAP operations as well as proficiency in various SAP related matters.
- ✓ Handled the inventory and indenting of Zonal Office as well as C&F stocks on a quarterly basis.

**Classic Motors Pvt. Ltd., NOIDA**

**Oct'98 – April'06**

**Executive - Works**

**Highlights**

- ✓ Handled the Automotive Refinish ( Denting – Painting ) segment of the B-Class Government Approved Car Workshop. Have sufficient product knowledge about NC finishes ( ASPA ) and PU 2K paint for four wheeler body finishes , PU Primers and PU Surfacer , body fillers , High Solid PU Clear and opaque finishes etc.
- ✓ Monitored maintenance of different four wheelers belonging to private and govt. agencies like Noida Authority, UPPCL, Noida Sales Tax Department, DIC, etc. as well as OEMs like Uflex, HCL, TIMEX, etc.

**IT SKILLS**

- ✓ Well versed with SAP , Windows, MS Office & Internet Applications.

**ACADEMICS**

- ✓ MBA (Marketing / Finance) from Punjab Technical University, Jalandhar, 2010
- ✓ Post Graduate Diploma in Marketing Management from Annamalai University, Oct 1997
- ✓ B.Com. from Delhi University, September 1995.

**PERSONAL DETAILS**

- ✓ Date of Birth : December 24, 1971.
- ✓ Address : Flat No.140C, Pocket B, Dilshad Garden, Delhi, 110095.
- ✓ Father : (Late) Sh. R. N. Goel - Retd Executive Engineer ( Civil ) , NDMC , New Delhi.
- ✓ Mother : Home Maker
- ✓ Brother : Elder brother – BE ( Civil ) , Younger brother – Graduate & Self Employed

**MANISH GOEL  
NEW DELHI**

**Dated :**