



NEERAJ PARAMBATH

(SALES PROFESSIONAL)

I am a Sales Oriented Professional with Expertise in **Dealer Management & Relationship, Customer Satisfaction & Retention, Business Development, Sales Planning & Communication, Negotiation & People Management.** I Possess over 7 Years of Sales Experience & astute business knowledge, and I have Experience contributing to strategic planning while delivering improvements in Processes, Productivity & Costs. As a Senior Sales Executive at Asian Paints Global., I have managed a sales team of 5 members.

As a Senior Sales Officer at Asian Paints Ltd., I have been recognized 8 times for the extraordinary achievements in my assigned area. I have always fostered strong relationships with all the stakeholders. I was able to gain respect from staff and management through effective communication and liaison. I have given much more responsibilities to guide and train the management trainees and executive trainees because of my dedication to learning and implementing.

My references will be happy to discuss my Future Outlook and strong work ethic.

Thank you for your time. I look forward to discussing my application further in an interview.

PROFILE

Result Oriented Sales Professional with over 7 Years of Industry Experience.

Strong Interpersonal & Organizational Skills with a commitment to improving team quotas reaching meaningful goals.

Listening Skills, Communication, Quick & Continuous Learning, Adaptability & Future Outlook are Major Strengths.

CONTACT

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Neeraj Parambath

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PERSONAL DETAILS

DATE OF BIRTH: 29/12/1993

Nationality: Indian

Gender: Male

Valid Driving License

Languages: English, Hindi, Malayalam, Tamil.

EDUCATION & CERTIFICATIONS

RAMAIAH INSTITUTE OF MANAGEMENT STUDIES (SWISS BUSINESS SCHOOL M.B.A.)

2014-2016

Master of Business Administration in Marketing. Completed the Course as the Marketing Specialization Topper with 81%.

ALL INDIA MANAGEMENT ASSOCIATION

2014-2016

Professional Certification in Marketing Management.

CALICUT UNIVERSITY (B.B.A.)

2011-2014

Bachelor of Business Administration. Completed the Course with 3.45 Grade Point out of 4.

CAREER HIGHLIGHTS

BERGER PAINTS EMIRATES LTD.CO.LLC. (ASIAN PAINTS GLOBAL) (DUBAI & NORTHERN EMIRATES) – SENIOR SALES EXECUTIVE

2022 March – Present

- Achieving Annual Sales Targets of the provided territory.
- Contractor Level Loyalty Programs & Marketing Strategy Implementation
- Explore the Existing market and expand the market by opening new dealers and Reactivation of inactive dealers.
- Team Handling
- Increase the Market share by identifying the existing competition dealers and distributors and open them.
- Payment Follow-up
- Focus on Premium & Luxury Products for Market Placements.
- Conducting Promotional activities & Catalogue distributions.
- Providing Customer service
- Achieve all the essential goals to improve the volume and sales value of the company.

NATIONAL PAINTS FACTORIES CO.LTD. (ABU DHABI, UAE)

(PROJECTS SALES EXECUTIVE)

2020 November – March 2022 (1 Year 4 Months)

- Achieving Annual Sales targets for every year for the provided area and set of contractors.
- As a Projects Sales Executive, I was assigned for looking after different sites and the Collection of customers.
- Explore the Existing market and increase the market share of the organization by securing the new projects inside UAE.
- Opening new customers with high potential in the market to penetrate the market.
- Identifying the new projects sites by continuously monitoring and conducting geographical mapping in the market.

ASIAN PAINTS LTD. (COCHIN, KERALA)

(SENIOR SALES OFFICER)

2016 September – 2020 September (4 Years)

- Achieving Annual and Quarterly Sales Targets of the provided territory.
- Understanding the market potential by retail audits.
- Explore the Existing market and expand the market by new client acquisitions.
- Providing Customer service
- Increase the Market share by identifying the existing competition dealers and distributors and open them.
- Payment Follow-up
- Focus on New Products.
- Conducting Promotional activities
- To make sure that your team achieves the focus products targets.
- Achieve all the essential goals to improve the volume and sales value of the company.

INTERNSHIPS

UAE EXCHANGE PVT. LTD., (Jan 2014 – March 2014)

- Worked with a business analyst who gave me complete knowledge on how to study the market.

- Reported directly to the Senior Branch Manager of the company Mr. Sooraj Krishnan, who provided me all Support and I was able to do Market research, Promotional Activities etc... in this short period.

INDIA CEMENTS LTD., BANGALORE (June 2015 – August 2015)

- Was Reporting directly to General Manager (Marketing), Mr. Valsaraj and he provided me all support in understanding the market as well as the industry.

 - Was responsible for doing Market research and understanding the market potential for new distributor openings which will help in exploring the new markets.
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CORE COMPETENCIES

- **Sales & Business Development**
- **Client Profiling & Acquisition**
- **Negotiation & Communication**
- **Sales Planning & Execution**
- **Team Leadership & Development**
- **Lead Generation & Conversion**
- **Market Research & Auditing**
- **Key Accounts Management**

EMPLOYMENT REFERENCES

Mr. Deepesh Menon (Retail Sales Head at Asian Paints Berger)
Call @ 056 549 8799

Mr. Arun Ullal (Reporting Manager at National Paints
Co.Ltd.) Call @ +971 50 773 4812

Mr. Sudhir Kolavil (Reporting Manager at Asian Paints Ltd.) Call @
+919895703990