

PAREESH TREHAN

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About Me

- An Award Winning, FIT, Prolific , Enthusiastic, Efficient, Hardworking and Innovative Sales Professional.
- More than Twenty years of Hardcore Experience at Administration/Managerial and Execution levels.
- Well driven about Sales Performance Targets without Compromising at Customer Service.
- Building Rapport with Customers & Sales Team. Always exceed expectations in up-scaling overall sales, customer retention & customer turnaround.

Key Skills

- Institutional/ Industrial/ Corporate Sales, Vendor Registrations, New Business Development, End to End Sales Procedures, Market Strategy & Planning.
- International/ Web/ Internet E-Commerce Platform Sales, B2B & B2C Sales.
- Familiar with Web Based Tools like CRM.
- Govt., Semi Govt., Defence/ Railways / PSUs, Govt. Registrations, Tendering, E-tendering, Bidding, Costing & Estimations, Correspondence & Communication, Payment Realization.
- Rate Contract with DGSnD, GeM, State Directorates of Supplies and Disposals and Controller of Stores.
- Retail Sales of Automobiles, Commissioning & Running 3S Showroom/ Service Centre, Handling & Managing Sales Team, Customer Satisfaction, Customer Relation Management, Maintaining & Expanding Existing Business.
- FMCG and Automotive Spare Parts Sales, Establishing, Operating & Managing Distribution Sales Network.

Product Category Handled

Builders Material/Hardware, Locks, Capital Equipment, Industrial, Power/Electrical Machines, Diesel Generators, Chemicals, Automobiles, Automotive Spares, FMCG products.

Education & Professional Trainings

- **Master's in business administration (Major in Marketing Management)**, (Marketing of Services, Retail Management, Marketing Research & International Marketing as core subjects) from Central University IGNOU.
- **Certificate of Achievement in "The Fundamentals of Digital Marketing "** directly from Google EMEA.
- **Graduation from Maharishi Dayanand University, Haryana in 1995.**
- Vocational training certification in **Computer & Internet applications** from STG Institute.
- **Secondary & Sr. Secondary in Science Stream** from Delhi School Education Board & CBSE respectively.
- Specialized course in **Sales & Retailing from National Institute of Sales (N.I.S.).**
- Completed Course for **Sales Excellence & Administration in today's changing scenario of competence** from **Mercurri Goldmann (International)** for Sales Managers of Bajaj Auto Ltd.
- Successfully attended various sessions on **technical & sales training about automobiles, engines & DG sets at Bajaj Auto Ltd & Mahindra & Mahindra Ltd.**

Awards & Felicitations

- **Trophy for 'Best Sales Debutant Performer in Corporate & Govt Sales in North India'** by Mahindra & Mahindra Ltd (Powerol Division) by their Vice President.
- **Trophy for the 'Star Sales Person of North India'** for excellence in Motor Cycle sales by their Vice President of the Bajaj Auto Ltd at Pune HO.
- Thrice awarded as **'Employee of the Year'** by Bagga Link Services Ltd. for excellent performance.
- Honored as the **'Best Debutant & Sales Performing Employee of the year'** in Sanjay Diesels.
- Honored as the **Best Employee of the Month thrice (Sept 2014, January & April 2015)** in my Present Organization of Harrison Locks.

Work/Professional Experience

Regional Sales Manager

Oct. 2020 to till date

SuzuSteel (India) (Manufacturers & Exporters of Door & Furniture Hardware, Locks, Screws & Fasteners)

Responsibility

Developing & Handling Institutional, Project Sales & Channel Sales initially in Delhi NCR & North India. Added few reputed Clients like Signature Global, R-Tech Group, Central Park Developers, Big Builders in Company's Reputed Client list in very few initial phase of tenure.

Sr. Manager Sales (Institutional & Projects)

Sept. 2013 to Aug 2020

Harrison Locks & Hardware (Brand Harrison for Locks , Builders & Project Hardware)

The company (RP Locks Company) is engaged in manufacturing & Marketing of Locks, Project/Builder's Hardware, Door Accessories, Wooden & Glass/Architectural Hardware.

Responsibility

Starting, Developing & Handling Institutional & Project Sales . Initiated Clientele & procured business with reputed Real Estate Developers, Residential, Commercial & Govt. Projects, Architects, Interior Decorators, Institutional & Industrial Clients and Channels of Modern Retails.

Work profile & present responsibilities include:

- Overall sales and collection management in institutional sales channel includes Govt. Bodies/ Semi Govt. Org./ Private Sector/ Private Architects & Interior Designing Firms /Builders/ Developers/ PMC/Corporate Firms/ PSU.
- To Build Up and Develop close Relationship with the Govt. Authorities, Architects & Interior Designer, Builders, Developers, Contractors, Corporates.
- To Keep track of New/Emerging Developers/ Govt. Bodies/ Semi Govt. Org./ Private Sector/ Architects & Interior Designing Firms /Builders/ Developers/ PMC/Corporate Firms/ PSU and their current/Upcoming Project sites for promotion and sales of our products.
- Internal and External Coordination for the execution of Project Sales Order.
- Preparing the Effective Presentation (On Company Profile, Products and Policies) & Presenting it to Concern Authorities of Projects.
- New Market Development for business growth through B2B & B2C E-Comm Platforms.
- Carry out sales promotion activities. Manage exhibitions/presentations.
- To Ensure Smooth and effective servicing of customer complaints giving correct feedback.
- To report competitor's activities in allotted area and suggest counter Measures.
- Preparing Documentation as per the requirement of BOQ.

Achievements

Few Reputed Clients at a Glance : Ashiana housing , L&T, NCC, Oyo Hotels, Ace Developers, Gardenia, Eldeco , Paramount Group, Jaipuria Group, Reliance JIO, MVL, Omaxe, MAPSKO, Parsvnath developers, Gulshan Homz, JMC Projects, Saya Buildcon, Galaxy Developers, NG Constructions, Pacific Developers, Medanta Medicity, Supertech, Mahagun, Ajnara, Simplex Infra, Today Homes, M3M, Ireo, Central Park, Walmart, Bharti Retails, Aditya Birla Retails, Ansals Buildwell, Ansal API, Ansal Housing, Raheja Developers, ATS, TDI infra , Orris Infra, Lok Sabha Secretariat, BSES, Tata Power, KLJ, ICAI, Hotel Lalit, Sir Ganga Ram Hospital, CEL etc. & other various reputed institutions, Architects, Interior Designers, Govt./Project Contractors; have been successfully initiated, added & generated the revenues of more than Rs 120 Millions in Company's Portfolio in small span of present tenure.

Launch & Successfully running business of Harrison with B2B & B2C E-Comm Platforms as GeM, Flipkart, Amazon, McCoy Mart, India Mart Etc. Acquired & Having excellent Database of Project & Institutional Customers.

Manager Sales (Institutional & Govt. Business)

Nov. 2012 to Aug. 2013

ADI Automotive Pvt. Ltd. (DG Set GOEM with Escorts, Eicher Volvo & Mahindra Navistar)

The company is manufacturing DG sets, electrical control panels, retailing solutions and automotive parts with annual turnover of INR 1250 million and having three manufacturing plants/ facilities in Haryana.

Responsibilities

- Starting, Developing & Handling Govt. sector sales for DG sets through registrations, Tendering & E-Tendering, RFP/Q, Project estimation, Bidding and Liaisoning. Additional Responsibility of restructuring Channel/ Retail operations. Handling Industrial, Institutional, and Government Clients independently.

Achievements

- Get the company registered and listed with various govt. departments and PSUs as Northern Railways, DGSnD, Controller of Stores of different states & various Municipal Corporations. Procured orders from clients like MCD, NRHM, and RC from Controller of Stores HP. Procurement process AIR & DD, TCIL, DSND Haryana, Dairy Milk Producers Federation Gujrat, ONGC, OF Board, DAE, ISI, Haryana, Rajasthan & J&K e-tendering, AAI, CPWD etc. was successfully initiated.

Manager Sales (Institutional & Govt. Business)

July 2009 to Oct. 2012

Sanjay Diesels (DG Set GOEM with Mahindra & Mahindra Powerol, Huafeng)

Renowned GOEM of DG Sets with turnover of INR 75 Crore and was having two manufacturing plants facilities in HP, J&K.

Responsibilities

Business Development in Corporate, Institutional, Retail and DGSnD segments with end to end responsibility related to introduction, communication, liaising, negotiation & closing with enhancing Company's overall growth, includes

- DGS and D (DGSnD) tender, E-Tendering & coordination.
- Sales in different Govt. departments & PSUs through DGSnD rate contract.
- Coordination with dealers for creation of DGSnD RC business in different states.
- Independently Inquiry handling, conversion & follow up in Institutional & Pvt. Sales.

Achievements

- Procured some prestigious & valuable orders from Voltas Ltd, Ansals Buildwell Ltd, Army Order for UN at Haiti, Central University of Haryana, APL Logistics, Bajaj Electricals Ltd, HP medical Council, Ansals Buildwell Ltd, Sikand & Co, CPWD, Ashiana Homes, HP, BP & Indian Oil petrol pumps worth more than INR Seventy Millions independently.
- Recruited, commissioned and trained retail sales team for Delhi NCR and Western UP for retail sales & Built-up network & sold DG sets on DGSnD rate contract in various Govt & allied departments.

Area Sales Manager North India

June 07 to June 2009

Hughes & Hughes Chem Ltd. (An Indo-British Joint Venture Chemical Company)

A Professional MNC company engaged in manufacturing & Marketing of Bird Deterrent products, Pesticides, allied industrial & specialized chemicals & Equipment.

Responsibilities

Responsible for complete process of Marketing, Business promotion, Communication & Coordination for Sales, Liaisoning and Realizations in North India including Delhi NCR, Haryana, Uttarakhand, Punjab, HP & J&K independently. Covered all Industrial Belts & major Industries in North India.

Achievements

Got proficiency in Industrial, Institutional & Govt. communication, Liaising & procurement procedures. Clients are all big organizations, institutes & industries engaged in manufacturing or having good architectural structures, Govt. & Semi Govt. Depts. like Indian Railways, Civil Aviation, Indian Air Force, State Electricity Boards, Hydro Power Stations; PSUs Like NHPC, NFL, corporate houses & All Leading Hotels etc...

Sales Executive → Asst. Manager → Sales Manager → DGM

Dec 1995 to June 2007

Bagga Link Service Ltd., Rajiv Automobiles Ltd & Fairdeal Automobiles

Premium dealerships of Bajaj Auto's Personnel & Commercial vehicles in Delhi, Professionally managed companies with 3S Dealerships; ranked No 5 & No 3 in India respectively with sales volume turnover more than 10000 vehicles / annum at that time.

Responsibilities

- Sales, Outdoor Marketing & Sales Promotion activities & Institutional sales.
- Retail Finance Procedures & Remittance of payments from financial Institutes/Banks.
- Managing & up-scaling the Customer Satisfaction Index & Customer Relation Management.
- Looking after the entire procedure of Exchange Dealers & Direct Sales Associates.
- Aesthetics, merchandising of showroom, display of vehicles & all related activities.

Achievements

- Achieved outstanding sales targets for Sunny & Motorcycles.
- A record 275 vehicles were delivered in a single day in finance from my desk.
- Launched Pulsar, the most successful brand of Bajaj Auto.
- Three new sales/ service counters started & commissioned in Delhi.
- Added corporate clients like Omaxe Ltd., Ansals Buildwell Ltd., Automobile Association of Upper India, National Physical Laboratory, BEL, TNT, Domino Pizza, Hindustan Times, Le-meridian, DTC, MCD etc.

Sales Representative/ Sales Executive

July 1993 to Dec. 1995

Steel Bird Hi-Tech Ltd. & American Dry Fruits Ltd.

(FMCG & Automotive Parts Companies)

Well-known brands like Mother's Recipe, Aero Plane in Pickles & Steel Bird in Automotive Spare parts.

Responsibilities

- FMCG Primary & Secondary Sales & business promotion related activities.

Achievements

- Created sales network in Delhi/ NCR, UP, Haryana & Super Bazars in Delhi.
- Proficiency in Primary & Secondary Sales, Business promotion & Channel Partner/Dealer handling.

Personnel Details

- Married & blessed with Two children. Permanent resident of Delhi. (DoB 21.02.1973).
- Former Sub Junior Champion of Delhi in Chess & Cycling. Sudoku Professional Leveller.
- Successfully Completed Five Reputed Half Marathons (Airtel & ITBP) in 2012, 2013 & 2014.

Interests & Hobbies

Special interest in Travelling, Music, Reading and Technology. Having own blog on Travelling adventures & Management related thoughts/articles. Completed many adventurous solo motorcycle rides.

Date & Place

Yours Truly

*PAREESH TREHAN
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