

PRAKDEESH SL

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Career Objectives

Seeking for a challenging career in Marketing & Sales gaining experience in the field to utilize my skills, in order to increase productivity of the organization and use my experience for the development of organization and myself and also to establish myself as the best worker in growth and Prosperity.

Education Qualification

- MBA Marketing from Gnanam School of Business with 72%.
- B.com (CA) from Sastra University with 56%.

Work Experience

Company Name: Sulekha.com New Media Pvt Ltd.

Key Responsibilities

- Promote and sell products to prospective customers.
- Explaining the concepts and benefits of listing in Sulekha.com
- Following up with the client for sales closure.

Company Name: MYK Schomburg India Pvt Ltd.

Key Responsibilities

- Giving presentation to the clients about the product and service.
- Establish, develop and maintain positive business and customer relationships.
- Prepare sales action plans and strategies.

Company Name: Century Plyboards (I) Ltd., (MDF)

Key Responsibilities

- Devise effective territory sales and marketing strategies
- Present products to prospective customer for discover sales opportunities
- Improving the Secondary sales in the market & Finding Ways to improve
- Territory Covered (Ciombatore,Salem,Mettupalaym,Erode)

Company Name: Sheenlac Paints Ltd

Key Responsibilities

- Meeting the existing customers taking orders of the CX and CY product from the dealer.
- Responsible for assigned sales targets (monthly, quarterly and annually).
- Appointing a new dealer and meeting the new target customers and converting them into customers.
- Organizing events like Painters Meet to give product demos and interaction with painters at the dealer's place to pitch a new product and increase the sales volume.
- Solving the problem and queries of existing dealers and customers.

Academic Project Undertaken

➤ A study on B2B customer satisfaction level towards Pon Pure Chemical

In the survey process totally all the customer companies (respondents) are visited individually collected the require data related to the satisfaction purpose. It include several factors time, invoice, quality, behavior of sales person are taken into account for this report and also pin pointed the require areas to be improved to improve the customer satisfaction level and also acquire new customers in the market.

➤ **Customer Relationship in Mutual Fund Simplified in ICICI Securities**

During my internship in ICICIdirect, I was asked to call lot number of investors and also showed them Video demos regarding MF directly in person. My role was to converted inactive investors to active Investors. Through this internship my communication and negotiation skills was very much improved.

Product Promotion: ITC

Raising customer awareness of a product or brand.

Skills Set

- Strong communication skills
- Team player
- Strong analytical skills
- Convincing ability
- Willingness to learn
- Problem solving skills

Technical Skills

- MS Office
- SPSS
- TORA
- SQL(DBMS)

Achievements

- Won 2nd place in B-Quiz “PROGYAN” 15’, Sastra University.
- Won 2nd place in B-Quiz “AIM” 15’, Adaikalamatha Institute of Management.

CERTIFICATIONS

- Stocks and Derivatives issued by ICICI Securities

POSITIONS OF RESPONSIBILITY

- Member of EMPORIA (The Marketing club of GSB)
- Marketing Coordinator of Pradipta (A State level intercollegiate meet in Sastra)
- Marketing Coordinator of BIZ- LAUREATE ’15 (A national level management fest at GSB)

PERSONAL DETAILS

Father’s Name	Lakshmana Raman SR
D.O.B	15.09.1994
Languages known	English,Tamil,Sourashtra.

