



## VIVEK KUMAR. M

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### **PROFILE SUMMARY**

- Dynamic professional with 16+ years of experience in Office Automation and Office Equipment industries in Sales, Support, Development, Channel Management, Client Relationship Management focused B2B experience and B2C experience in Dubai , UAE .
- By leveraging my extensive sales and management experience I excel in developing business opportunities through innovative approaches to produce higher productivity and increase revenues.
- I possess a strong entrepreneurial which enhances my ability to take ownership of my tasks and functions, providing a strong commitment to success of the enterprise. I am a contributor to the management of the company as a whole and can function confidently as a member of the management team.

### **CORE COMPETENCIES**

- **Marketing:** Launching and managing campaigns for lead generation aggressively up to business closure with new and existing clients
- **Business Development:** Managing cycle for new business generations starting from lead generation to negotiating, closure and full realization of sales revenue
- **Key Account Management:** Generating repeat business within existing customers involving comprehensive business understanding of the clients, proposing newer solutions leading into new deals signup.
- **Channel Management:** Establishing strategic alliances / tie-ups with financially strong and reliable channel partners.

### **ORGANISATIONAL EXPERIENCE**

Sep 2022- Present **SSKV Tech Build Pvt Ltd** ,Sales Manager , Tamil Nadu, India.

(Product: **Industrial Air Coolers, Solar, Industrial Exhaust Fan, Pallet Truck ,HVLS fan**)

Job Profile: -

- Generating New Corporate Clients.
- Overseeing sales activities; forecasting monthly/quarterly sales targets. Maximizing the profit in assigned region.
- Representing the company and marketing the new products launched to support company financial objective.
- Responsible for Monthly sales targets & profit Margins.
- Greet customers upon entry to the dealership to aid them in all inquiries.
- Determine the needs and desires of the customer to show them viable options.
- Develop trust relationships with a portfolio of major clients to ensure they do not turn to competition.
- Acquire a thorough understanding of key customer needs and requirements.
- Expand the relationships with existing customer by continuously proposing solutions that meet their objective.
- Ensure the correct products and services are delivered to customer in a timely manner.

Feb 2021- Jan 2022      **Agsar Paints Private Limited** , Sales Manager, Dindigul, India.

(Product: **Emulsion ,Exterior wall Primer, Red Oxide, POP, Putty chalk Powder**)

Job Profile:

- Maintain the paint counter and aisles on a daily basis. Offer color matching expertise and paint product selection advice.
- Maintain awareness of all promotions and advertisements.
- Execute the daily operational, day-to-day goals and priorities assigned by store management.
- Answer customers' questions and provide information on procedures and policies
- Assist Dealers by inquiring about their needs, finding the correct product for their needs, and teaching them about the products.
- Ability to work with a team of associates on a daily basis to increase overall management sales floor.
- Maintain professional grade customer service at all times while providing extensive Product knowledge and helping customers choose applicators, equipment, paint, etc.

Jan 2020 –Dec 2020      **AL Tarmez Digit Systems and Technology**, Sales Manager, Dubai, UAE

(Product: **IDP smart printer, Mobile computer, IDP Laser Printer, Zebra card printer**)

Job Profile:

- Promoting products through Dealers, Retailers across UAE.
- Develop positive relationships and promptly handle the customer's requirements.
- Generate new sales by making use of the existing and potential sales networks
- Resolve customer queries and handle their requirements in a timely manner.
- Negotiate contracts of products and services with the client.
- Resolving key client issues and complaints
- Developing a complete understanding of key account needs
- Anticipating key account changes and improvements
- Managing communications between key clients and internal teams
- Managing account team assigned to each client
- Strategic planning to improve client results
- Negotiating contracts with the client and establishing a timeline of performance
- Establishing and overseeing internal budgets with the company and external budgets with the client

Nov 2014 – Dec 2019      **Abba Electronics LLC**, Assistant Sales Manager, Dubai, UAE

(Product: **Data card ID Printers, EVVA Electronics Door Locks, Retransfer Printer, EMV Printer**)

Job Profile:-

- Generating a inquire via cold call to developing new corporate clients and reseller in UAE.
- Provide timely proposals to the customers and Achieving monthly target as we committed to the Management
- Stock Handling, Updating a stock to the customer when we received.
- Ensure the target (Revenue/GP/AR recovery etc.) is achieved as set by the Sales Manager.
- Ensure proper product, market and competitive product knowledge is gained and updated periodically.
- Provide regular market/competition activity feedback to the Sales Manager.
- Ensure the logistics/deliveries/support is provided to the client as committed.

Sep09- Sep14 **Evolis India Pvt Ltd** , Area Sales manager ,Chennai, India.  
(Product: **Evolis ID Card Printer, Card Personalization printer**)

Job Profile:-

- Developing New Channel partners across Tamil Nadu and Kerala .
- RSBY Project done through Consultant Like , Madras security printer, Eagle Software, TCS .
- Carrying out the assessment of revenue potential in business opportunities to achieve the revenue targets consistently
- Involved in negotiating/ finalization of deals (techno-commercial) for smooth execution of sales, order processing.
- Organising Advertising & sales promotional campaigns, Media planning, Technical and commercial publishing's, exhibitions, events, business meetings to create brand awareness & generate demand.

Sep2006 – Aug 09 **HCL Info systems Limited**, Key Account Executive, Chennai, India.  
(Product: **Projector, Toshiba Printer and Copier, Konica Minolta MFP** )

Job Profile :-.

- Maintaining and developing relationships with existing customers in person and via telephone calls and emails .
- Acting as a contact between a company and its existing and potential markets → Gathering market and customer information .
- Presenting the service favorably and in a structured professional way face-to-face.
- Cold calling to arrange meetings with potential customers to prospect for new business
- Assisting in resolving customer satisfaction issues as needed .
- Handled Marketing & Business Development, major projects across the region, Media Planning, Key Account Management, Relationship Management, Customer Support Operations.

Ju2004- Aug2006 **Numeric Power Systems Limited**, Marketing Executive, Chennai, India.  
(Product: **Numeric UPS, Inverter, Servo stabilizer**)

Job Profile :-.

- Identified opportunities and sold products and ranges.
- Delivered sales and profit target through proactive development of relationships with Existing customers.
- Conducted regular competitor analysis and used market knowledge to advise on\ Strategic brand and communication activity.

**EDUCATION:-**

- 2002 Bachelor of Commerce from the American College. →
- 2004 Master of Business Administration in Marketing & HR from Raja College of Engineering and Technology .

**Personal details:-**

- Date of Birth : 22nd March, 1982
- Marital Status : Married

M.vivek kumar

