

Arunkumar Rajendran

Email : srmarunkumaraa@gmail.com Mobile : (+91) 97906 18855
Qualification : BE-EEE Specialization : Sales &Marketing (Building material)
Current CTC : 14.5 lakhs Expected CTC : Negotiable
Current location: Salem Notice Period : 1 Month

BE with 10+ year's sales & marketing experience in building materials

Educational Profile:

- Pursuing Master of Business Administration from [Bharathiar University](#), Coimbatore.
 - Bachelor of Engineering passed in First class 73.11% from [Sona College of Technology](#), Salem in June 2010.
 - Higher Secondary passed in First class 89.16% from Ideal Higher secondary School, Tamilnadu in March 2006.
 - SSLC passed in First class 95.80% from Ideal Higher secondary School, Tamilnadu in March 2004.
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Experience:

M/s. Cera Sanitary ware Limited, June 2017-Till Now,
Coimbatore,
Working as a Deputy Manager-Sales.

Major Role:

- Handling 4 verticals in Bathroom Division(Jeet,Cera,Senator,Isvea)
- Handling 1 Key Account, 60 direct dealers and 300 Sub dealers in my territory.
- Handling 18 districts and 4 Team members in my region.
- Key Account management for high value clients like Architects, Builders, Interiors designers, Plumbing Contractors, Plumber to maintain good relationship with them.
- Handling Primary and secondary sales.
- To achieve sales target directly through direct dealers and monitor secondary sales.
- To open new dealer counters & sub dealers outlets for better market reach and spread.
- To ensure timely collection of the outstanding amount from the dealers.
- Conducting workshop for Plumbers and Plumbing contractors. Solving customer related problems.
- Regular follow up of each & every client & focus upon Maximum customer satisfaction
- Keenly watching our competitor and gathering information about their activities, Schemes and offerings on regular basis.
- To provide daily and weekly reports on primary sales of the dealers.
- Executing Brand Building- BTL Activities

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M/s. H&R Johnson (India) Limited,
Salem,
Worked as an Assistant Manage-Sales

June 2015-June 2017,

Major Role:

- Handled 4 divisions in Tiles (Ceramic,Marbonite,Endura,Porselano)
- Handled 4 team members, 42 channel partners and 11 authorized retailers and automobile customers.
- Handled 4 districts(Salem,Namakkal,Karur,Erode)
- Build Strong Relationship with influencers like Architects, Interior Designers, Builders, Project consultants, Contractors, and Applicators
- To achieve sales target through dealers and Project Customers.
- Analyze and evaluate assigned territories regarding sales trends, key projects, commercial and hospitality projects and competition in order to protect existing sales and maximize future sales opportunities.
- Visit key customers regular basis depending on the workings for on-going and future projects.
- Responsible for achieving the budgeted value and volume sales target of the assigned territory.
- Responsible for appointment of channel partners.
- To build pipeline projects for achieving sustainable business growth consistently.
- Timely collection of outstanding amount from the Dealers and Builders.
- Conducting workshop and Plant Visit for Applicators, Contractors, Builders, Engineers , Architects
- Demand generation through BTL activities.

M/s. Sujana Metal Products Limited,
Salem.
Worked as a Senior Executive-Sales

Nov 2013-June 2015,

Major Role:

- Handled TMT sales and marketing for Salem Erode,Namakkal,Karur,Dharmapuri,Krishnagiri districts.
- Appointed 32 dealers and 50 plus project customers.
- Build good relationship with dealers, fabricators, builders and specifiers.
- To achieve sales target directly through dealers and project customers.
- Analyse other competitive brand pricing and marketing activities.
- Responsible for lead and demand generation.
- Responsible for achieving the targeted value and volume.
- Concentrating BTL Activities.

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M/s. Sicagen India Limited,
Chennai & Tirunelveli.
Worked as an Area Executive-Sales

Sep 2010-Nov 2013.

Major Role:

- Handled building material product sales for Tirunelveli, Virudunagar, Tuticorin, Kanyakumari, Madurai Chennai districts.
- Appointed 160 dealers and 30 plus project customers.
- Build good relationship with dealers, fabricators, builders and specifiers.
- To achieve sales target directly through dealers and project customers.
- Responsible for lead and demand generation.
- Responsible for achieving the targeted value and volume.
- Responsible for payment collection.

Personal Strengths:

- Fast Learning - Handle both professional career and higher education for last 6 years by hardworking and learning things quickly.
- Problem solving - Resolves in-depth queries in a methodical manner independently to find appropriate resolutions, efficiencies and high level of quality.
- Team Player - Enjoys sharing knowledge and encouraging development of others to achieve specific team goals.

Extra-curricular Activities:

- Member in National Service Scheme.
- Participated in Rotary Club Activities.
- Regular blood donor.

Personal Profile:

Date of Birth : July 25, 1989
Address : S/o.N.Rajendran,4/106, S. Kollapatty (post), SSP main road, Salem-636030
Gender : Male
Marital Status : Single
Languages : Tamil, English, Telugu
Nationality : Indian

Declaration:

I hereby declare that all the information provided above is true to the best of my knowledge.

Sincerely,

(ARUN KUMAR.R)