

# VENKATARATHNAM.V

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## CAREER PROFILE

*Experienced in Direct & channel sales / 13.10-Year Record of Proven Results*

To obtain Manager Sales/Service management position in a growth-oriented company wherein education, experience and skills can be efficiently utilized in order to increase the sales volume and profitability of the firm.

### WORK EXPERIENCE:

#### WUERTH INDIA PVT LTD

**AREA SALES MANAGER:** April 2012- Present

- ✚ Handling a team with Seven People for *Automotive Lubricants, Hand as well as Power Tools, Abrasives, Automotive–Polish, Body Shop Tools & Equipments and Other Consumable lines & Industrial Product Range , Safety etc.*, in Andhra Pradesh Region.
- ✚ Strategizing to develop the sector business by proposing products and solutions to cater the customer needs.
- ✚ Working with Cross Functional team in developing products and solutions which acts as a Value Selling Tool.
- ✚ Creating Strategic Brand Partnerships with Clients that can grow the business.
- ✚ Identify resources ,perform workload assignments and provide assistance when required Conduct trainings to team members as needed.
- ✚ Monitor team performances and provide feedback for improvements
- ✚ Proactive in regular customer visit to identify potential, make relation, generate enquires and give constructive feedback.
- ✚ Exceptionally committed in terms of making elaborate discussions with customer regarding our FMCG Equipment's & Tools (Pneumatic, Power as well as Hand Tools and Maintaince consumables & VAS Products Range) as per their requirements.
- ✚ Demonstration of our product at customer place and show the benefits of the product.

#### PERFORMANCE PRODUCTS AND SERVICES (MAHINDRA & MAHINDRA TRACORS - AUTHORIZED DISTRIBUTOR)

**SENIOR SALES EXECUTIVE:**

Jan 2009-Mar 2012

- ✚ Directed Sales in Major Industrial Regions in Nellore.
- ✚ Engaged consultative skill sets to solve complex customer issues.
- ✚ Maintains accurate records of all Pricing, Sales and Activity reports.
- ✚ Stayed up-to-date of product line changes to help customers make informed decisions.
- ✚ Forecast sales for upcoming months and quarters and compile the necessary reports for management to review as well as stock management.

## AWARDS/HONOURS/CONTRIBUTION:

- + Consistency in achieving 100% Plus targets Vs. Achievements for past 6 years
- + Continuous winner of TOP CLUB for past 4 years (2015,2016,2017,2018),
- + Rewarded a **CAR** from the Company for my exceptional performance in Sales, new customers, Product lines and Collections.
- + Won foreign trips for Qualifying **TOP CLUB** for my committed performance
  - 2015 -Bangkok all India 8<sup>th</sup> Rank
  - 2016 -Malaysia all India 2<sup>nd</sup> Rank + **Maruthi Suzuki Alto 800 Car as reward**
  - 2107 -Uzbekistan (Tashkent) all India 6<sup>th</sup> Rank
  - 2018- Phuket (Thailand) all India 10<sup>th</sup> Rank
- + SUPER BUDDY (DURATION 2018 TO 2019)
  - Trained & Supporting to other team members as a mentoner, and helped him to Develop his skills & Product knowledge, He developed and attained his 2019 Targets.
  - I awarded with Certificate as SUPER BUDDY 2018 -2019

## EDUCATION QUALIFICATION:

M.B.A in Marketing

Sri Venkateshwara University, V.R. Institute of Post Graduation Studies, Nellore Aug2005– May2007  
Cumulative GPA 7.12/10.

## PERSONALITY TRAITS:

- + Excellent Communication and Customer Relation skills.
- + Good Leadership qualities supplemented by the ability to positively influence others.
- + Comfortable multi-tasking in a fast paced work environment.
- + High energy level and stress-tolerance.
- + Practical approach to provide solutions. Creative and Artistic.
- + Self-motivation and passion to succeed.

## PERSONAL PROFILE:

Date of Birth : 18-07-1982  
Languages known : English, Telugu & Hindi  
Father's name : Sri .V Mohan (Late)

## DECLARATION:

I hereby declare that the above mentioned particulars are true to the best of my knowledge.

Date:

Place: Nellore

Venkata Rathnam. V