



# VIJITH VS

## TERRITORY/CLUSTER/REGIONAL LEVEL

(SALES & MARKETING, BUSINESS DEVELOPMENT, BRANCH OPERATIONS, BUSINESS ACQUISITION, CORPORATE SALES / CHANNEL SALES / DISTRIBUTION SALES, B2B, CLIENT SERVICING & CUSTOMER SERVICE)

Seeking managerial assignment with an organization of repute to add further business value.



+91 7034683683



vijith.vs@gmail.com



RRWA 37,  
Rajiv Nagar  
Elamakkara-682026



1<sup>st</sup> April 1987

Married  
English, Hindi & Malayalam



My [LinkedIn Profile](#)



## REWARDS & RECOGNITIONS:

- ◆ Achieved **business plans month on month consecutively**
- ◆ **Topped in retails sales & awarded** with Trophy
- ◆ **Topped Variant Model S-cross** car sales & Awarded with Maruti **Gold Medal**
- ◆ Joined as RM and **promoted as SRM** in Nexa within 6 months
- ◆ Appreciation & certified for Top performer for topping in car sales
- ◆ Qualified for **Munnar & Santhanpara conventions**
- ◆ Highest car sales business done in a month 45 Cars & approx. **business volume 3.60 Cr**

## CAREER SUMMARY:

An BBA graduate, managing & handling team with 14+ years' experience in Sales, Marketing & Business development, B2B, Channel Sales, Distribution Sales in Automotive & Insurance industry. Solutions oriented approach with excellent relationship skills, successfully and consistently delivering the results with revenue generation, increased profitability, and market share, maintained and nurtured team in **Channel Sales/B2C Sales channels**. Self-starter with proven expertise to set up sales & operations, establish company products and launching them with excellent track record of driving business operations to profitability.

## AREA OF EXPERTISE:

**LEADERSHIP:** Managed risk with a keen sense of bottom-line profitability; Exhibited relationship-development skills that complemented the ability to aggressively build strong clientele base and drive revenue growth. Taking weekly trainings with latest update and competitor comparison with effective test drive, sales pitch, need analysis etc. to enhance the knowledge of the sales team to develop a skillful sales team.

**SALES & MARKETING:** Developing & implementing sales strategies to create awareness about various sales products in the market. Tracking competitor activities & providing valuable inputs & new features addition for fine tuning of sales and the marketing strategies. Having experience in various activities for sales, sales promotion marketing services.

**BUSINESS DEVELOPMENT:** Driving sales business development initiatives for achieving desired clientele to secure profitable business volumes. Facilitating the development of sales business and marketing. Designing, implementing, and executing business development plans for market penetration for new products as well as increasing the share of the existing products.

**STRATEGIC PLANNING:** Achieving sales targets by implementing competent business strategies to market. Analyzing latest marketing trends and tracking competitors' activities and providing valuable inputs. Using Branding and promotional activities with strategic initiatives to increase the sales growth.

**OPERATIONS MANAGEMENT:** Ensure smooth functioning of processes, driving improvement and implementing adequate measures to maximize customer satisfaction level. Conduct periodic team performance reviews and fill up the gaps to ensure quality delivery. Ensuring thereby a maximizing customer interaction experience.

**TRAINING:** Formulating Conceptualizing, developing training & development initiatives for improved productivity, building capability and quality enhancement. Identifying training needs across levels through mapping of skills required for positions and analysis of the existing level of competencies. Promoting and developing organization activities through training, motivational initiatives, competitions.

**KEY RESPONSIBILITIES:**

- Responsible for handling a **Kerala territory team of 20+ Sales & Service team** and, managing Sales, ensuring delivering results as per the organization business goals.
- Led sales initiatives focused on driving productivity, increasing revenues, and enhancing client service; determined priorities, defined workflow, allocated resources, and resolved issues.
- Developed a highly productive team focused on providing quality sales and services; efforts facilitated ongoing business and client satisfaction.
- Developing robust business relationships with Clients, Business partners, on long-term and helping them in find old cars with the team to keep up good will of brand and company as well, relationship management with new and existing clients as well as with multiple intermediaries.
- Managing targets of average 75 Nos. & 25 Lacs per month, monitoring overall performance of team, regularly review delivery of the business plan taking corrective interventions to achieve targets.
- Ensure a strong funnel of potential opportunities is maintained, always, to meet monthly, quarterly, half yearly and annual targets. Tracking monthly business performance and business review MIS constant support to sales
- Analyse data to monitor progress and produce and share regular management reports. Collect, analyse, and interpret market intelligence on competitor and customer behaviour to inform the sales plan, to support trend analysis and strategy development.
- Utilize the available range of digital tools for communication, and information processing to work effectively and efficiently. Maintain digital skills to meet business need.
- Implementation and monitoring of R&R activities; monitor performance of sales promotions; encourage reapplication of good promotions to maximize the utilization of marketing spends to increase revenues.
- Tracking monthly business performance and business review MIS constant support to sales
- **Business Planning:** Developed business plans and managed required compliance as per company standards.
- **Selection Systems:** Led development of team-based selection system focusing on peer review time to time.
- **Organizational Effectiveness:** Expert at creating and utilizing feedback systems to address employee training needs.
- **Associate Development:** Managed creation of career development plans for salaried employees and identified gaps and enable employees to contribute to business goals more effectively.

**RENAULT KOCHI** | **NOV 2018 – OCT 2019** | **SALES MANAGER**

**KEY RESPONSIBILITIES:**

- Responsible for sales and marketing for the **Kochi location**, Responsible for creating and organizing all the sales activities for the Sales division with the help of team as per company policies & procedures.
- Prepare an effective planning for setting sales goals, analyzing data on past performance to achieve objectives
- Developing and coordinating best practice for the most efficient and effective sales approach.
- Plan and develop systems and procedures to improve the operating quality and efficiency of the department.
- Analyze and document business processes and problems. Develop Solutions to enhance efficiencies.
- Coordinate and implement solutions from process analysis and general department projects.
- Direct staff in analysis and preparation of reports.
- Supervise staff in accordance with company policies and procedures.
- Train the newly recruited staff in the department.
- Establish employee goals and conduct employee performance reviews.
- Assist staff to resolve complex or out of policy operation problems.
- Follow Sales Operating Procedure as set by company.
- Motivate the entire team to perform and achieve the target set every month.
- Proper and efficient follow up with the customer booking, payment etc.
- Efficient execution of marketing events and plans, such as loan even Generating and efficient utilization of data base.
- Executing all sort of marketing campaigns in the targeted segment.
- Execution of prospect qualification, Home visits, Demo, Objection handling, Negotiation, test drives etc.
- Accepting bookings for new vehicles and accessories.
- Maximize sales satisfaction of your whole team.
- Submitting all the routine report, daily field reports, prospect cards etc.

**KEY RESPONSIBILITIES:**

- Responsible for Handling **business deals on both retails and B2B sales** of the business, trained by the automotive sales team and responsible for developing a plan to grown car sales
- Responsible of achieving around 80% from the total volume target and 90% from the total premium target for car
- Always searching for new reliable customers to be adding into sales portfolio and expand our sales target
- Conceptualize and implement sales strategy in coordination with the team like using new product initiative, using service initiatives for referrals, and utilizing roadshows activities for leads
- Demonstrated superior customer service resulting in highest customer satisfaction in end to end sales
- Promoted to aggressively develop a relationship and secure new vehicle sales, focused heavily on customer relationship development, Regular meetings for business development
- Working closely with Relationship Managers, Escalating, and resolving areas of concern as raised by clients
- Carrying out client satisfaction surveys and reviews
- Monitoring company performance against service level agreements and flagging potential issues
- Produced daily, weekly, and monthly activity reports and forecasts, Implemented process improvements and best practices
- Managed the structuring and closing of the deals with new customers
- Managed sales acquisition, business expansion, brand building and designed training programs, understanding client's requirements processes, analyzing their requirements, and providing them with right deliverables
- Promoting and launching of new variants vehicle and take active participation in all activities
- Covering Min 25 cars General Insurance products (ICICI Lombard, Bajaj Allianz, National, United & Royal) and Nexa Privilege Card in my monthly targets.

Worked with **MAX BUPA HEALTH INSURANCE CO. LTD.** as **RELATIONSHIP MANAGER** for NOV 2014 – JUL 2015

Worked with **HDFC LIFE INSURANCE CO. Ltd.** as **CORPORATE AGENCY MANAGER** for One Year

Worked with **SPECIALIZED MEDICAL SOLUTIONS WLL., DOHA** as **SALES MANAGER** for 4 Years

Worked with **BRAIN MONITOR MANAGEMENT CONSULTANTS, KOCHI** as **ASSITANT MANAGER** for 3 Years



**SKILLS & STRENGTH:**

- ◆ Leadership
- ◆ Cross Sales
- ◆ Market Knowledge
- ◆ Team Player
- ◆ Interpersonal Skills
- ◆ Problem Solving Skills
- ◆ Sales & Marketing
- ◆ Training & Development
- ◆ New Product Launch
- ◆ Focused Approach
- ◆ Creative Approach
- ◆ Strategic Planning & Execution
- ◆ Business Development
- ◆ MIS Analysis
- ◆ Customer Service & Operations
- ◆ Active & Positive
- ◆ Time Management
- ◆ Result Driven



**EDUCATION**

- ➔ Bachelor of Business Administration Dr. CV Raman University (2013)
- ➔ Diploma in Electronics & Telecommunication Engineering STED, TVM
- ➔ Intermediate VCSHSS, Puthenvelikara, Ernakulam
- ➔ Matriculation VCSHSS, Puthenvelikara, Ernakulam
- ➔ Computer Proficiency MS–Office, MS–Windows, and Internet Applications

**DECLARATION**

---

I hereby declare that the above information is true to the best of my belief and knowledge.

**DATE:**

**PLACE:**

**Vijith VS**