

K. GOPINATHAN
Business Development Manager

Mobile: +91 9384608616
Email: kgmech1986@gmail.com

PERSONAL SUMMARY

Results-oriented sales professional with 14 years of experience in construction Equipment and a proven track record of exceeding monthly sales quotas. Highly skilled at creating new relationships and maintaining strong customer relations to generate repeat business. In-depth knowledge of effective sales strategies and exceptional presentation skills. Analytical thinker with the ability to perform well under pressure. Goal- and team-oriented with strong leadership skills and a commitment to team quotas.

AREAS OF EXPERTISE

Strategic Sales & Marketing

Corporate Presentation & Negotiations Budgeting,

Forecasting, & Planning

Customer Relationship Management

Proposal writing & Prospecting

Key Account Acquisition & Management

WORK EXPERIENCE

3M DEALER

Deputy Manager Sales & Marketing - August 2020 – Till Now

Responsible for driving new opportunities in industries OEM's in the market. Engaging with Testing and Inspection in various organizations to assist manufactures and OEM suppliers in meeting various regional requirements. Responsible for providing technical advice and direction to both external customers and internal testing functionalities.

Duties

- To plan and execute on strategies to convert specifically identified accounts based on thorough research and well-defined plan Building a database of potential and future clients.
- Preparing commercial offer, Negotiating tender and contract terms
- Establish and grow relationships with key decision-makers, and influencers within customer base
- Directly accountable as a Key Account Manager for chosen large accounts maintaining full knowledge of the company product offerings.
- Identify growth opportunities and priorities.

OTE Group of company

***Assistant Manager Sales & Marketing (Heavy Vehicle Truck sales) -
May 2019 – June 2020***

Identifying new opportunities in automobile and consumer products in the market. Supervising and guiding the sales team as well as providing incentives to motivate staff to achieve sales targets.

Duties

- Continually meeting or exceeding sales quotas.
- Monitoring the performance of the sales team.
- Building and maintaining good working relationships with customers.
- Identifying opportunities and strategies to increase sales.
- Regularly attending sales meetings and training sessions.
- Ensuring that the store is adequately stocked with company products.
- Performing all duties of the Sales Manager in cases of absence or emergency.

MB Crusher India pvt ltd

Sales Manager (Crusher bucket) - Nov 2018 – April 2019

Identifying new opportunities in construction equipment-bucket crusher products in the market. Supervising and guiding the sales team as well as providing incentives to motivate staff to achieve sales targets.

Duties

- Lead and motivate staff to improve customer service with clients.
- Design and implement strategic plans to reach sales targets.
- Cultivate lasting relationships with customers to grow customer loyalty.
- Develop and promote weekly, monthly and quarterly sales objectives.
- Draft detailed and accurate sales reports.
- Work with customers to better understand their business needs and goals.
- Assess costs, competition, and supply and demand to identify selling prices.
- Estimate sales volume and profit for current and new products.
- Establish a sales training program to train new employees.

Sany-Dealer

Sales Manager (Excavator sales)- Apr 2016 – Nov 2018

Accountable for driving the profitability, customer service and business generation for a specific geographical region. Also, in charge of a portfolio for existing accounts. Responsible for providing technical advice and direction to both external customers and internal engineering functions.

Duties:

- Managing organizational sales by developing a business plan that covers sales, revenue and expense controls.
- Meeting planned sales goals.
- Setting individual sales targets with the sales team.
- Tracking sales goals and reporting results as necessary.
- Overseeing the activities and performance of the sales team.
- Coordinating with marketing on lead generation.
- The ongoing training of your salespeople.
- Developing your sales team through motivation, counseling and product knowledge education.

- Promoting the organization and products.
- Understand our ideal customers and how they relate to our products.

Oasis eco solutions

Senior Sales Engineer (Hvac pumps) - Jan 2012 - April 2016

Participate in the entire sales process and initial discovery, project review, design submission, component installation. Collaborate with the Local Operations Teams to obtain contractor quotes in support of sale opportunities

Duties:

- Work with customers to present a technical perspective on the company's sales offering.
- Provide alternative solutions as required to meet unique end user, component or installation criteria
- Assist with development of customer presentation tools and coordination of end-user site visits
- Develop sales and marketing strategies for key vertical market segments
- Provide company representation in industry forums, conferences, and related events
- Interface with internal departments to ensure accuracy and timeliness of solution delivery to individual end users
- Develop and implement product and application training programs for Sales organization.

L&T Komatsu

Sales Engineer- May 2007 - Jan 2012

Hired as a Sales Executive following completion of internship promoted as a Team leader to serve as an integral member of team developing new customer and expand construction equipments to the market. Responsible for creating and organizing all the sales and marketing activities in South TamilNadu districts.

Duties:

- Searching for new clients who could benefit from your products in a designated region
- Travelling to visit potential clients and establishing new, and maintaining existing, relationships with customers
- Managing and interpreting customer requirements
- Persuading clients that a product or service will best satisfy their needs
- Calculating client quotations and negotiating tender and contract terms
- Negotiating and closing sales by agreeing terms and conditions
- Analysing costs and sales
- Making technical presentations and demonstrating how a product will meet client needs
- Providing pre-sales technical assistance and product education
- Liaising with other members of the sales team and other technical experts

ACADEMIC QUALIFICATIONS:

Diploma in Engineering

Mechanical Engineering Directorate of

Technical Education

DME May 2004 to April 2007

PERSONAL DETAILS:

- Generating new ideas
- Focused
- Inventing products/ideas
- Negotiating skills
- Selling ideas

SOFTWARE EXPOSURE:

- Auto Cad

EXTRA CURRICULAR ACTIVITIES:

- Participated in technical workshop on AUTOCAD in ICCE TRAINING CENTER
- College level volley ball player.
- Participated in N.C.C A Certificated in grade B

PERSONAL DETAILS:

Name : Mr. Gopinathan

Contact Number : +91 93846 08616

Nationality : Indian

Passport No : U0625994

Email : kgmech1986@gmail.com

DOB : 21/06/1986

Present Location : Chennai

Marital status : Married

Mother's name : K.Kanmani

Communication skills : English, Tamil.

LinkedIn : <https://www.linkedin.com/in/gopinathan-a62626200>

I hereby declare that the above statements given by me are true as per my knowledge.

Gopinathan.K