

Curriculum Viate

E-Mail:

pradeep.g1985@gmail.com

Contact:

+91 9820161242 , 9850748730

PRADEEP GHODSAL

Assignment in Sales & Marketing / Area Management / Customer Relationship Management with an organisation of repute.

Objective

As a self-motivated individual my objective is to achieve professional excellence through continuous learning and improvement.

An Overview

Professional Synopsis

A dynamic professional with **8+ years** of rich **experience** in **Business Development, Marketing, Key account management and Sales**. Proficient in handling Sales & Marketing, Strategic Planning, Business Development, Relationship Management, Client servicing & achieving desired goals. **Presently associated with "Polycab Wires Pvt Ltd." As a Manager for Business Development in Pune.** An effective leader with excellent communication, analytical, team building & relationship management skills.

Core Competencies

Area Management	↳ Monitoring overall operations of the Area; coordinating with various departments; planning and achieving the set Area targets from time to time.
Business Development	↳ Building and maintaining healthy relations with Governments Officials, Consultants, Builders, Distributors and High end Customers.
Marketing & Sales	↳ Ensuring that highest service standards are maintained for servicing of clients.
Target Planning	↳ Training and development of the field functionary (ISR'S and Sales team) to ensure sales.
Client Servicing	↳ Creating and sustaining a dynamic environment that fosters development opportunities and motivates high performance amongst team members.
Leadership	↳ Managing Key account; monitoring the business growth.
Team Management	↳ Identifying prospective business, establishing strategic partnership and alliances, generating business from the existing accounts and achieving profitability and increased sales growth.
	↳ Exploring potential business avenues to penetrate new accounts and expand existing clientele.
	↳ Area analysis, making strategic marketing plan for business commencement stage, preparing profile of clients to understand their needs.

Employment Recital

1. From May 2015 to Nov 2017 with Polycab Wires Pvt Ltd., in Pune as a Manager- Business Development.

Core Competencies:

Marketing & Sales, Product Training, Team Handling, Leadership, Client meeting and Business Development.

The Accountabilities

- ✧ Handling Business Development activities and sales for West Region.
- ✧ Handling Builder segment, Government clients and Municipal offices of Maharashtra for approval and getting specifying our products for tenders.
- ✧ Working with Consultants for getting product approved in BOQs.
- ✧ Managing the Key accounts of Builders segment for Presentation of different range products with Head Purchase /Director/ VP'S/Architects to increase share of wallet for complete range of products.
- ✧ Managing team and continuous follow up with them for accounts and business on weekly bases.

2. From March 2011 to May 2015 with Godrej & Boyce Mfg. Ltd., in Mumbai as a Manager- Institutional Marketing- 4Yrs and 02 Months

Core Competencies:

Marketing & Sales, Target Planning, Sales Forecast, Product Management, Area Management, Team Handling, Leadership, Client meeting and Business Development.

The Accountabilities

A. Account Management

- ✧ Taking care for the Hospitality segment (Electronic card lock) for all India.
- ✧ Managing the Key account and maintaining good relations with customer to increase sales volume.
- ✧ Making PR call to High end customer on weekly bases.
- ✧ Selling **all type of locking solutions and system to the customers.**
- ✧ Managing team and continuous follow up with them for accounts and business on weekly bases. Timely delivery of services.
- ✧ Training to new team members.

B. Direct Corporate Sales

- ✧ Generating business with direct customer.
- ✧ Meeting and Presentation of different range products with Head Purchase /Director/ VP'S/Architects.

3. From April 2009 to Feb 2011 with Net-4India Ltd., in Mumbai as a Senior Sales Executive- Enterprise Business.

The Accountabilities

A. Account Management

- ✧ Strategically Managing high-revenue corporate customers to maintain and increase the business.
- ✧ Responsible for cross selling of services to the existing accounts and their branches across India.
- ✧ Selling **Internet Leased Line and Server collocation services.**
- ✧ Taking regular follow up from the retention team and satisfying the customer needs.
- ✧ Ensuring the delivery of services on committed time line.

B. Direct Corporate Sales

- ✧ Generating leads in each segment and follow it till closer.
- ✧ Building up the healthy funnel.
- ✧ Maintaining the funnel to Closure Ratio.
- ✧ Identifying new sales opportunities through Prospecting.
- ✧ Meeting with Head IT/Director/Trustee/CFO to sales the connections in high volume.

Professional Skill

- ✧ Excellent presentation, follow up and negotiation.
- ✧ Good interpersonal and communication skills.

Technical Skills

- ✧ Expertise in Windows 95, Ms Office 2013/Vista, BAAN, Networking, Internet and Server concept.

Qualifications

Professional Qualifications

- ✧ **MBA in Marketing** from Dr D.Y Patil University, Navi Mumbai in 2009.
- ✧ **Bachelor's Degree (B.E) in Electronics and Telecommunication** from Nagpur University in 2006.

Academic Qualifications

- ✧ **HSSC from State Board** Maharashtra Nagpur in 2002.
- ✧ **SSC from CBSE Board,** Nagpur in 2000.

Projects

- ✎ Mini Project on **E-PROM** Programmer in Engineering.
- ✎ **Engineering final year** Project '**MOBI-COM**' based on performing task of cell phone by using computer/ laptop without touching the cell phone.
- ✎ **MBA final year** project on **Marketing strategy adopted by Bakeries Industry in Recession.**

Achievements

- ✎ Secured **2nd position in painting** completion at college level.
- ✎ **Represented college team** in Intercollegiate Tournaments of **Nagpur University.**

Paper Presentation at National and State Level

- ✎ Participated in **National Level** technical paper presentation competition in Nashik.
- ✎ Participated in **State Level** technical paper presentation competition in Jalgaon.
- ✎ Participated in **National conference** on Emerging technologies & applications in Sangli.

Extra Curriculum

- ✎ Participated in **NSS training program** on '**Disaster Management**'.
- ✎ Member of **NCC** and **passed 'A'** certificate exam.
- ✎ Participated in **Social Awareness program** conducted by Gandhi memorial leprosy foundation, Wardha.

Voluntary Participation

- ✎ Active member of college fest **CLESTIAL.**
- ✎ Member of college core committee for **PARAMOUNT.**
- ✎ Organised guest lecture on **Youth vs. Terrorism** by **M.S Bitta Head of Anti-terrorist Squad in 2009.**

Hobbies & Interest

Playing Cricket, Badminton and Gardening.

Language Known

English, Hindi and Marathi

Personal Dossier

Father's Name - Pralhad Ghodsal (Ex Warrant Officer- Indian Air Force)

Mother's Name - Deepmala Ghodsal (Housewife)

Spouse Name- Shilpa Ghodsal (Housewife)

Date of Birth - 20th Aug1985

I declare the above information is correct and best of my knowledge.