

## D PURNA CHANDRA KUMAR

### Summary

- A result-oriented Sales professional with over 10+ years of experience in preparing sales strategies, marketing plans, and promotional schemes as well as understanding customers' perceptions, analysing the market trends, and presenting the technological values to the B2B and B2C customers.
- Capable of setting strategic business plans, priorities, budgets, and performance objectives for the business.
- Possesses the capability to secure key clients and increase product distribution to grow market share as well as staying updated with the latest market trends and competitor activities.
- Skilled in evaluating an assigned area regarding sales trends, sales potentials, competition, economic/business conditions and distributor performance.
- Dedicated and goal-oriented with excellent communication, presentation, problem-solving and negotiation skills

#### SKILLS

- |                               |                        |                                    |
|-------------------------------|------------------------|------------------------------------|
| • Strategic Business Planning | • Branding             | • Upselling/Cross-selling          |
| • Sales Presentation Planning | • Business Development | • Data mining & analysis           |
| • Lead Generation             | • Promotions           | • Market Research                  |
| • Return on Investments ROI   | • Event Management     | • Channel Sales Management         |
| • Strategic Selling           | • Product Selling      | • Customer Relationship management |

#### TOOLS

- |       |                   |                  |
|-------|-------------------|------------------|
| • SAP | • Microsoft Excel | • Microsoft Word |
|-------|-------------------|------------------|

### Experience

DATES FROM APRIL 2021 – TILL DATE

**Senior Sales Executive / Asian paints limited, Market Development Focus Products ,Telangana Products- Smartcare waterproofing 150 Cr (1450 dealers) & Wood Finishes – 35 Cr (121 dealers)**

- Working towards establishing the categories of water proofing and wood finishes in Telangana. Involved localised ATL and BTL activities along with coordinating and driving sales with the local level sales force
- **Business objectives-** Drive overall sales and growth at unit level by meticulous planning and designing of schemes, inputs and resources. Planning coordinating and implementing all end-to-end Market Research activities.
- **Team Management-** Demonstrate excellence in handling the Sales from Dealers. Handling a team of 17 members 4 onroll, 13 offroll. Training and developing direct sales associates through the required mode of training. Productive utilization of manpower resources to drive business growths

- **Market Development** - Identify opportunities for network expansion in the market like addition of new dealers, value upgradation of existing dealers etc. Design schemes based on sales planning agenda and market feedback to ensure overall dealer profitability and sales growth
- Responsible for end-to-end unit operations, accounts, inventory and Material servicing and recruitment. Market Segmentation, Competitor analysis & Market Penetration. Analyze Market Requirements for existing products & Future Products
- Responsible for marketing new products through activations and promotions in the region. Generating reports using various internal and external data sets. Organize promotional activations and product awareness meets.
- **Customer centricity**- Enhance consumer experience by ensuring resolution of complaints within the defined timelines Designing schemes and promotion for the channel, monitoring collection and customer complaint management.
- **Demand Planning** - Forecast the material demand in the market appropriately to ensure availability of stock as per market demand Integration - Integrate with other verticals like Focus Product team, Project Sales, Services, Commercial and Marketing function to promote sales and service to customers.

#### HIGHLIGHTS

- Achieved the value sales of previous year in just 6 months in the current year
- Reduced the attrition and increased retention in Sales team
- Recognized for Divisional Winner for achieving customer satisfaction in providing service.
- Recognized National Leading SSE for Go Beyond championship Feb 2023
- Recognized as Senapati Award ( for Highest WSE qualified) **WOODTECH GALLANTRY AWARDS 2022**
- Recognized ROTS for Driving team on doing IWC 150kl country 1<sup>st</sup> highest billing in Aug 2022
- Recognized ROTS for Driving team on doing DSE 100 kl country 2<sup>nd</sup> highest billing in June 2022

DATES FROM APR 2019 – MAR 2021

#### **Senior Sales Executive / Shamshabad Unit with 448 dealers (local + upcountry )290 cr**

- Responsible for Driving the Sales Targets for the assigned territories of 6 on role TSE reporting
- Responsible for executing the sales strategies and plans for generating revenue of 290 Cr FY 19-20 and MS, growth target across the categories
- Lead budgeting and splitting of budgets among the team members.
- Designed market activations to drive the new range of products.
- Lead Data drove the identification of opportunities to capture the market share
- Trained the new sales officers who were on-boarded to the team
- Conducted Dealer Meets for new products and refreshers for a range of products
- Supported and integrated with other verticals to achieve common goals.
- Worked closely with third-party vendors (CFA) to maintain service levels

#### HIGHLIGHTS

- Recognized Divisional winner for Hydroloc League of champions in 2021.
- Recognized ROTS for Driving Unit for IWC Initiative in nov stands 1<sup>st</sup> highest unit in country
- Recognized ROTS for Driving Unit for Tools 1.5cr in Sep 1<sup>st</sup> highest unit in country
- 101 Cw” opened in 19-20
- 1% M/s Gain out of 86% share

DATES FROM APR 2017 – TO MAR 2019

### **Senior Sales Executive / Project sale Key Accounts, Hyderabad (35cr Per Annum)**

- Responsible for generating revenue from Top Key Accounts like Aparna, Myhome, DSR etc
- The position is that of frontline sales personnel who would primarily be responsible for driving segment level value growth for Project Sales through addition, nurturing and retention of influencers in defined geographical area and thereby achieving overall business value and volume targets. Identify, index and review market potential of Project sites at segment level (builders, govt, educational, etc)
- Conduct site inspection based on leads and make proposals including sampling to convert sites
- Negotiate, finalize and execute the site order as per agreed proposals. Monitor the project site on regular intervals and ensure that essential services are provided with warranty. Focus on specific key accounts, segments, geographies and products to gain market share. Encourage influencers participation in loyalty benefit programs to add new and upgrade and retain existing applicators
- Create product awareness through relevant trainings and track lead conversion ratio. Prepare and circular relevant reports like index sheet as per defined timelines. Follow applicable processes and documentation while performing various site level and specific transactions
- Reconcile the dealer account at regular intervals and ensure smooth settlement of payments including outstanding dues. Integrate with Retail, Services, Commercial and Marketing function for lead sharing, site-specific support or any other operational issues
- Deliver **Water-proofing, Flooring & repair sales in Projects** business in Hyderabad. Engage with various stake holders like **Architects, Structural Consultants, Institutional Clients, Civil Construction Companies & Application Firms**. Problem identification and consultative selling are quintessential in conversations with this evolved Institutional Clients. Liaison with Project Sales team for identification of sites for Smart Care products
- Generate referrals from various sources like existing customers, influencers, stakeholders etc.
- Organize training meets for new/existing products for contractors, end customers and Sales Officers

#### **HIGHLIGHTS**

- Recognized for National Winner project sales contest Raise of empire 17-18
- Converting the Top key Accounts ( Rajapusha properties, Trenset, ) Who contributes 25% of the Value.
- Achieved the value sales of previous year in just 6 months in the current year.
- Easy operation for CST to GST conversion Bulk volume

DATES FROM APR 2014 – TO MAR 2017

### **Project Sales Officer / Hyderabad Geography Market ( 15 cr)**

- Design strategic business plan to expand company's customer base while maintaining the existing dealers active
- Ensure regular trainings for the contractors, dealers in congruence with strategic market updates and promotions
- Monitor efficient execution of sales lead in coordination with Influencers, respective to new product seeding
- Resolve customer complaints in time and ensure customer satisfaction

- Effective implementation of credit management and review the performance of bad pay masters and achieve the payment collections in time

## HIGHLIGHTS

- Recognized for Divisional Winner project sales contest Raise of empire -16-17
- Converting the Factory segment Aurbhindo 11 site. Who contributes 15% of the Value.
- Converting the biggest Hotel ITC Kohinoor with Entire Range ( paints, Wallpapers (75 lakhs), waterproofing etc.
- Qualify 5 SPA competition contractors ( who contribute 45% of Value).

## **TERRITORY SALES OFFICER**

**Apr 2012 - Mar 2014 | Hyderabad Local market**

**Apr 2010 – Mar 2012 | Tirupathi depo – Kadapa ( upcountry)**

- Responsible for a set of 70 dealers, maintaining relationships and driving the business agenda, sales
- Supported the profitability of the business by safeguarding timely delivery, monitored customer complaints and provided efficient services
- Maintained cordial relationships with the dealer network, project sales team, managers, influencers and retailers
- Facilitated dealer opening as per the company requirements
- Understood dealer requirements and aligned them to the company policies and processes
- Monitored the merchandising activity in retail stores
- Analyzed the sales in terms of volume, value and product for guaranteeing the timely achievement of targets
- Identified new market opportunities

## HIGHLIGHTS

- Grown in Putty category by 100% during 2013-14 in Hyderabad LB nagar cluster and maintained MS of 85%
- Influenced dealers to invest and install Kiosks with 60% of CR Network to start a next-level retailing business
- Maintained 98% collection efficiency during 2012-14 both in Hyderabad, LB Nagar and Uppal markets.
- Maintained 96% collection efficiency in Kadapa for 2 continuous years
- Accomplished 100% budgets
- Converted 2 big competitive dealers into exclusive dealers
- Gained MS of 1.5% from all these markets

## Education

**2016-2017**

**Executive Management Program in Sales & Marketing/ IIM Lucknow Noida Campus**

**2004 - 2006**

**MBA Marketing / Ou PG college, Siddipet**