

## RESUME

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Objective → To attain professional stability with best efforts.  
Father's Name: Mahalingam.S.S.  
Date of Birth: 23.08.1984  
Marital Status: Married  
Educational Qualification:

Name of the Institution	Course	Duration	Class	Year of Passing
Chennai Petroleum corporation Limited Polytechnic College, Chennai	Diploma in Petrochemical Engineering	3 Years Full Time	I <sup>st</sup> Class	2005
Ramakrishna Vidyalaya Matriculation Higher Secondary School, Chennai	12th Standard	Full Time	Distinction	2002
Ramakrishna Vidyalaya Matriculation Higher Secondary School, Chennai	10th Standard	Full Time	Distinction	2000

### Professional Summary:

Motivated Sales Engineer committed to delivering exceptional results in terms of growth, revenue, operational performance, and profitability with experience of 17+ years. A self-starter with extensive experience in sales, marketing, and business development in the Indian and international markets. An excellent planner with proven abilities in accelerating growth, generating customer loyalty levels and serving customers effectively.

### Working Experience (Chronological)

#### 1) Name of the Company : ZERO GRAVITY GROUP

(Event Management Company)

No : 100/1 Suvi tower, Palam Station Rd, Goripalayam, Tamil Nadu 625002

Post Held: Manager –Sales (June 2023 →JAN 2024)

Reporting Authority – Head of Sales

Location: Madurai

- Managing organizational sales (Event Management Services) by developing a business plan that covers sales, revenue and expense controls.
- Meeting planned sales goals.
- Setting the sales targets and working towards it.
- Developing the sales through Self-motivation.
- Promoting the organization and service.
- Understand the ideal customers and how they relate to our products and services.
- Management of branch Operational Activities and consistent reporting to Head office.
- Effectively use the CRM to prepare the proposals, follow up with the clients etc.,

#### 2) Name of the Company: Latentech Private Limited

(Engineering & Procurement Services Company)

No-330, 5th Floor, Sree Towers, 80 Feet Road,

Anna Nagar, Madurai – 625020

Tamil Nadu, India

Post Held: Asst. Manager –Sales (**August 2019 →May 2023**)

Reporting Authority – Sr. Manager – Sales

Location: Madurai

- Creating new business opportunities (Plant Engineering, Design and Engineering of Static Equipment & Skid Packages and Procurement Services Support) with the Oil & Gas, Energy, and Water Utility EPC Contractors in India and Middle East region.
- Single-handedly identified and developed a customer base in the Middle East region (UAE, KSA and Qatar).
- Delivering sales presentations to new clients, explaining technical information in simplified language to increase the client base.
- Making strategic partnerships, signing up of MOU's with the clients and gathered market information for competitive advantage.
- Every day, make cold and warm calls to both new and old accounts.
- Effectively write, present, communicate proposals, negotiate value and close the sale.
- Coordination with the customer and the project team at our organisation from the project kick-off meeting until the project's completion to ensure that the project is completed on time and within the budget allotted.
- Negotiate the additional cost for any scope escalation in the projects with the client and getting the change order.
- Delivering performance updates, quarterly business reviews, and planning meetings.
- Reviewing customer drawings, plans and other documents in order to prepare detailed technical proposal for them.
- Preparing technical queries to RFQ's.
- Work closely with engineering and procurement team and provide feedback from information gathered during pre-sales projects.

### **3) Name of the Company: Eezeelyf Devices Private Limited**

(A Marketing Wing of Arcomm Tech Solutions, Chennai)

B-191, Housing Board Colony, Anna Nagar, Madurai-625020

Post Held: Sr. Executive-Sales & Business Development (**April 2018 →August 2019**)

Reporting Authority: Sr. Manager – Marketing

Location: Madurai

- Sales and Marketing of automation solutions ① →ATM Power Conservators ② →Building Power Conservators.
- Cold calling, prospecting, lead generation, qualifying leads, converting leads into sales opportunities, closing the deals with banks & builders on Pan India basis.
- Supervise and manage a sales staff, communicate job expectations and provide direction, support and motivation to sales teams to meet agreed targets and KPI's.
- Planning, appointing, training, and managing distributors & dealers to achieve in depth sales growth.
- Giving demonstrations, PowerPoint presentations, implementing marketing programmes / strategies to improve brand image/product promotion/ product awareness.
- Evaluate and suggest product & service solutions in line client needs and requirements.
- Providing periodic information, feedback on market, customer, business channel and competitors to the management.

### **4) Name of the Company: Speed-A-Way Private Ltd**

(A Member of Amalgamations Group)

(A Group Company of TAFE, India Pistons)

207, Anna Salai, Chennai-600002

Post Held: Executive-Sales & Business Development (**March 2014 →March 2018**)

Reporting Authority: Manager - Sales & Business Development

Location: Chennai

- Sales, Marketing and Business development of Goodyear passenger car radials.

- Cold Calling, prospecting, lead generation, qualifying leads, converting leads into sales opportunities, closing the deals with authorized franchise passenger car dealers, multi brand car centers, true value, U trust outlets across Chennai, Vellore, Tirunelveli and Pondicherry.
- Preparation submission of monthly, quarterly, half yearly and yearly offers, price negotiation, getting the schemes approved by the management, closing the deals, signing up of MOU's with the Customers.
- Planning, appointing, training and managing distributors & dealers to achieve in depth sales growth.
- Training, inculcate unique selling point to the dealership team to improve their tyre selling skills (Technical and Commercial).
- Ensure that the potential available at the dealership for selling tyres is achieved to the maximum extent.
- Giving demonstrations, PowerPoint presentations, implementing marketing programmes, strategies to improve brand image, product promotion, product awareness.
- Ensure that the time bound incentive schemes, consumer promotions are communicated to the consumer and customer in time. Providing technical solutions and service to customers.
- Handling commercial functions like order collection, payments, periodical analysis of payment performances, credit limit of customers.
- Providing periodic information, feedback on market, customer, business channel and competitors
- Co-ordinate with OEM Teams to push the sales at the dealership level.
- Monitor the ageing stocks, devise a plan to liquidate the slow & non-moving stocks.
- Consistently exceeded quarterly, half yearly and yearly sales targets.

**5) Name of the Company: Jupiter Petrotec Products**

24/27, Danasekaran Street, Kodambakkam,  
Chennai-600024

Post Held: Executive-Sales & Business Development (**Sep 2012 → Feb 2014**)

Reporting Authority: Manager - Operations

Location: Chennai

- Sales, Marketing of Industrial lubricants (Gear oils, Cutting oils, Heat Transfer oils & Greases etc.,) across Chennai region.
- Cold calling, prospecting, lead generation, qualifying leads, price negotiation and closing the deals.
- Preparing, submission of techno commercial offers to the customers.
- Closure of product related customer complaints with the help of Mfg. & quality control depts.
- Ensure the orders and indents are executed in timely manner.
- Preparing sales plan & reports, collection of payments in time and ensure there is no overdue outstanding.
- Co-ordinate with Mfg., quality control and R&D.

**6) Name of the Company: Balmer Lawrie & Co Ltd(A Government of India Enterprise)**

Greases & Lubricants Division

149, Zakaria Bunder Road, Mumbai

Pin-400015

Maharashtra

Phone: 022 24172714

1. Post Held: Executive – Mfg (**Aug 2005 → April 2009**)

Reporting Authority: Dy. Manager (Mfg.)

2. Post Held: Executive - Sales (**May 2009 → Aug 2012**)

Reporting Authority: Dy. Manager (Channel Sales)

Location – Greases and Lubricants Division, Mumbai

- Sales, Marketing and Business development of Greases & Lubricants across Mumbai and Gujarat.
- Distributing the targets month wise and customer wise.
- Preparing and submitting monthly sales plan, quote log, plan vs. achievement - gap analysis.
- Visiting the customer, create and maintain customer profile, push focus platforms, generate enquiries, coordinate with commercial executive to submit quotation, push for conversion of quote into order.
- Follow up with commercial and logistics for order fulfilment and follow up with customer for payment.
- Understanding about the customers business and look for opportunities to generate business.
- Collecting feedback from the customer about the company for future development.

- **Key Skills:** Sales, Business Development, Marketing, Cold & Warm Calling, Presentations, Negotiations, Closing the Deals, Technical Knowledge, Critical Thinking.
- **Languages Known:** Tamil, English, and Hindi
- ❖ Reason for looking change: For Career Growth
- ❖ Current CTC – 4 LPA
- ❖ Expected CTC: Negotiable
- ❖ Current Location: Madurai
- ❖ Native Place: Madurai
- References can be furnished upon request.

Declaration:

I hereby declare that the above given details are true to the best of my knowledge.

Date : 07.02.2024

Place : Madurai

Signature of the Applicant



(SABARIRAJAN S)