

## VIVEK KUMAR SHARMA

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### JOB OBJECTIVE

Seeking senior level assignments in Sales & Marketing / Business Development / Team Management with an organization of repute, preferably in UAE / Dubai / Sharjah

### PROFILE SUMMARY

- A competent professional with over 16 years of experience in:

Sales & Marketing  
Product Specification  
General Administration

Business Development  
Reporting & Documentation

Customer Relationship Management  
Product Promotion

- Adept in implementing contingency & continuity plans to ensure uninterrupted business operations through effective client interactions within budgeted parameters
- Strong exposure in handling sales activities to improve awareness about products through brand building efforts
- Proficient in preparing reports to provide feedback to top management on business performance viz. analysis of profit, sales, costs, material consumption & overheads
- Skilled in maintaining long-term customer relationships through the provision of high quality service to clients; superior strengths in acquiring new accounts & retaining existing ones
- Team leader with strong communication, analytical, problem solving and organizational skills

### CORE COMPETENCIES

- Implementing sales operations and reaching out to new & unexplored segments in rural & urban areas for business expansion; revitalizing the stagnant & declining business
- Conducting opportunity analysis by keeping abreast of market trends to obtain intelligence reports and developing business activities regarding product positioning & generation of sales enquiries to face counter competition
- Identifying & networking with financially strong & reliable business partners to result into deeper market penetration as well as improved business share
- Delivering presentations / Product Specification before prospective business partners to promote organizational services and negotiating with them to finalise mutually beneficial deals
- Addressing the queries of clients by providing support for troubleshooting the problems related to performance tuning of product / services

### ORGANISATIONAL EXPERIENCE

Since May'08                      AI Shirawi Enterprises LLC, Dubai, UAE

#### Growth Path:

|                |                        |
|----------------|------------------------|
| May'08-Nov'08: | Executive Trainee      |
| Dec'08- Jun'10 | Sales Assistant        |
| Jul'10- Sep'15 | Sales Executive        |
| Since Sep'15   | Senior Sales Executive |

#### Role:

- Looking Pre & after sales operations of Gensets (Brand Kirloskar & Scania)
- Defining the prospects of markets & customers to Clients/Customers
- Demonstrating about the functioning of Gensets to new customers as per requirements/Specification
- Updating the current projects at UAE with market information
- Conducting site visit to check the applications (Prime/Standby) as per the specifications of correct unit
- Developing quotes as per customer requirements
- Referring various brochures & technical leaflets
- Searching the decision makers and key influencers for further business Prospects
- Checking the creditworthiness of Clients/Customers as per requirements
- Gathering the information about bankers to ensure the market reputation
- Closing the deals by considering the best interests of customers as per company's business policies
- Coordinating for effective workshop operations by conducting pre-delivery inspection of units
- Verifying the prompt delivery of products as per client's requirements and ensuring the hand-over of documents
- Attending customers & visitors and assisting them as per priorities; handling telephone calls & fax
- Preparing the purchase requisition for local items
- Interacting with Ports, Customs & Shipping Agents as per requirements; managed stock records of Gensets (location & status)

**Highlights:**

- Recognised for enhancing business growth by 30-40%
- Managed 40-45% escalation in profitability in tenure
- Developed new markets like Real Estate, Construction, Rental, etc.
- Successfully improved client satisfaction level by introducing, Customer Relationship System and Installation/visit Reports for Gensets
- Instrumental in streamlining Pre Delivery Inspections that increased the Customer Satisfaction level
- Accredited with a "SCROLL of HONOUR" Award (Companies internal Award for Best Performance)

**Sep'01-Apr'08                      New Sunflower High School, Phagwara, Punjab as Instructor**

**Role:**

- Looked after operations related to school administration, seminars, exhibitions and sports & curricular activities

**OTHER ASSIGNMENTS**

**Sep'01-Apr'08                      Coaching of Maths & Science (Senior Secondary Classes), in Punjab, INDIA as Maths & Science Instructor** (*TAUGHT MATHS & SCIENCE*)

**Aug'07-April'08                      Max New York Life & Western International University, Arizona as Referral**

**ENTREPRENEURIAL ASSIGNMENT**

**Sep'02-Apr'08                      Campus Coaching Centre (Coaching Centre), Phagwara, Punjab, India as Instructor**

**TRAININGS**

- Sales Training in Kirloskar from Kirloskar Middle East FZE, Dubai in 2011
- Sales & Marketing Training for Scania from SCANIA, Dubai in 2013

**IT SKILLS**

- Well versed with Microsoft Office (Word, Excel, PowerPoint & Outlook), Lotus Notes, JDE, Oracle, Visual Basics and Internet Applications

**EDUCATION**

|      |                                                                                                  |
|------|--------------------------------------------------------------------------------------------------|
| 2002 | PG Diploma in Computer Applications from CAL-C, Chandigarh, Punjab, India                        |
| 2001 | B.Sc. (Physics, Chemistry & Maths) from Doaba College, Jalandhar, Punjab, India                  |
| 1998 | 12 <sup>th</sup> from Modern School, Noida, U.P., India affiliated to C.B.S.E. Board with 66.83% |
| 1996 | 10 <sup>th</sup> from Modern School, Noida, U.P., India affiliated to C.B.S.E. Board with 71%    |

**PERSONAL DETAILS**

|                  |                                                   |
|------------------|---------------------------------------------------|
| Date of Birth:   | 25 <sup>th</sup> March 1980                       |
| Address:         | C/o Mr. Naresh Bhanot, P.O. Box 78245, Dubai, UAE |
| Languages Known: | English, Hindi, Urdu and Punjabi                  |