



Lokesh R.

Enterprising Automotive Sales Manager who draws on experience within the industry to ensure optimal customer satisfaction. Adept at tracking revenues and implementing effective sales techniques. Focused on training and motivating staff to achieve productivity goals. Presently looking for a suitable sales managerial position with a reputable and successful company



PROFILE SUMMARY

- A focused professional with 6 years and 8 months experience across Dealer Business Development, Channel Management, Learning Management System
- Proven track record of taking responsibility for specific tasks and leading these to a successful outcome
- Able to maintain accurate records and produce relevant documentation when required
- Leveraged industry knowledge to promote key intermediary satisfaction, leading to retention and organic growth
- Identified & established strategic alliances / tie-ups with new business partners, resulting in deeper market penetration
- Able to successfully lead and motivate sales teams to achieve maximum performance and results
- Having a consistent track record in achieving all sales targets set and of improving efficiency, maximize profits with minimizing costs



SALES SKILLS

- Substantial auto sales procedures and marketing strategies
- Strong knowledge of domestic vehicle specifications
- Proficient in all aspects of end user and channel sales
- Extensive staff training abilities
- Comprehensive organizational and communication skills
- Solid Communication and motivational skills
- Vast understanding of auto financing procedures and guidelines



QUALIFICATION

- Bachelor of Engineering in Mechanical Engineering from Dayananda Sagar College Engineering, Bengaluru with 75% (Distinction) [2010 - 2014]
- PUC/ +2 from Sahyadri PU College, Kolar, Karnataka with 85% (Distinction) [2008 - 2010]
- SSLC from Mahila Samaja High School, Kolar, Karnataka with 85% (Distinction) [2008]



ACHIEVEMENTS

- Certification on Dynamic Skills Integrated Program by CIL (2010-2014) - DSCE
- Ranked as #1 GET (Out of 12) in 2016 @ among South Region GETs - MTBD
- Increased HCV Sales and gained MS by 8% at North Telangana State in 2017 - MTBD
- Increased territory Sales in Alleppey/ Pathanamthitta districts in Kerala State (50% MS) in 2019 - HMSI
- Top Area Manager in Digital leads conversion in 2021 (Out of 36) in South Region – HMSI



WORK EXPERIENCE

Honda Motorcycle & Scooter India Pvt. Ltd.: Coimbatore ZO (Kerala Sales) > Chennai ZO

Area Manager : 13th July'18 to Present

Responsible for handling Dealers and promoting sales, identifying business potential in untapped areas and executing high growth marketing activities as part of brand building and market development activity

- Evaluate market trends for consolidating/ finalizing monthly & actual sales across the assigned territory
- Develop effective sales and marketing strategies in coordination with senior management and focus on conversion part with dealers from prospect to a customer
- Drive business by focusing on enquiry generation and conversion by conducting ATL and BTL activities
- Leverage and interact with networks for evaluating requirements and provide the solutions
- Maintain competition information and share feedback for required changes
- Manage inventory by consistently monitoring vehicle moment plan based on Physical stock, stocks in transit for ensuring right MTOC vehicle availability across all Dealers networks
- Handling marketing events, campaigns to drive the brand sales

Mahindra & Mahindra Ltd. (Truck & Bus Division): Hyderabad ZO > Vijayawada ZO (Nellore sales)

Graduate Engineering Trainee : 18th May'15

Assistant Manager : 18th May'16 to 9th July'18

Responsible for driving the profitability of HCV through sales, customer service and business generation for a specific geographical region

- Developed and implement sales plan and meet sales target
- Building a database of potential future clients
- Attend self-generated/ sales appointments with clients
- Compiling and analysing sales and performance reports for senior managers and executives
- Responsible for increasing the market coverage of the company and awareness about the product
- Allocating territories for sales staff
- Collecting testimonials/ references from customers
- Identify changes in local and national market trends
- Delivering presentation and demo by doing activities
- Maintaining full knowledge of the company product offerings



ACADEMIC PROJECT

- **Area:** Recycling system
- **Title:** Design and fabrication of Can crusher
- **Role:** Helped in fabrication and working design in Solid edge V18



PERSONAL DETAILS

- **Date of birth:** 14th October 1992
- **Languages known:** English, Tamil, Kannada, Telugu & Hindi
- **Address:** #3/74, Dhamalerimuthur, Tiruppattur, Tamilnadu – 635 853