

ZAMEER KHAN

Mobile: 9011493704 ~ E-Mail: khanzameer7@gmail.com

In quest of managerial assignments in Dealer Development; Dealer Network, Sales & Marketing, Dealer Prospecting, Channel Management and Team Management/Business Development with a growth oriented organisation; preferably in Automobile sector.



PROFESSIONAL PREFACE

MBA (Marketing Management) professional with 13.5 years of experience as an Area Manager in Sales & Marketing, Dealer Development, Channel Management, Business Development, Dealer Management, Network Expansion and Client Servicing.

Piaggio Vehicles Pvt Ltd Pune as a Deputy Manager Sales & Marketing June 2016 to till date

- ⇒ **Currently serving at Piaggio Vehicles Pvt Ltd as a Deputy Manager Sales & Marketing.**
- ⇒ **New Dealer Appointment, Channel Sales, Dealer Development & Service to existing dealer Network.**
- ⇒ **Handling Dealers Network of Entire Region of 11 Dealerships**
- ⇒ **Planning and execution of business plans to meet sales goals.**
- ⇒ **Analyse market trends, and develop sales plans accordingly to increase brand awareness.**
- ⇒ **Identifying new business opportunities and forecasting monthly sales.**
- ⇒ **Maintaining Market Share & Tie Up with Financers and Nationalized Banks like Union Bank Canara Bank for Vehicle Funding.**
- ⇒ **Providing training to Dealer Sales Team to enhance Sales Skills.**
- ⇒ **Demonstrated abilities in implementing strategies for augmenting business & expanding sales volume as well as organizing marketing activities such as Technical Presentations, Market Surveys Etc.**
- ⇒ Planning and assisting dealer partners in Promotional activities (ATL & BTL activities), trade shows, and corporate activities to optimize dealer business.
- ⇒ Handling the Dealer Development process from beginning phase till the inaugural phase, on the guidelines of the company, so as to maintain the Cooperate identity of the Company.
- ⇒ Building positive working culture at dealerships and with dealer partners.
- ⇒ To help dealers in recruitment for efficient and effective manpower.
- ⇒ Adept at developing sales plans and providing value added solutions as designed to assure achievement of agreed targets.
- ⇒ **Awarded with Best performer certificate in June 2021 of Cargo Dominance in Maharashtra Region**
- ⇒ **Awarded with Dhruv Tara Award for achieving the highest volume.**

FIAT Chrysler Automobiles, Pune as an Area Sales Manager Mar 2014 to till June 2016

- ⇒ **Previously worked at FIAT Chrysler Automotive Pune as an Area Manager.**
- ⇒ **New Dealer Appointment, Channel Sales, Dealer Development & Service to existing dealer Network.**
- ⇒ **Handling Dealers Network in & around Pune, Nanded & Satara Dealer Management, and Business Development.**
- ⇒ **Planning and execution of business plans to meet sales goals**
- ⇒ **Analyse market trends, and develop sales plans accordingly to increase brand awareness.**
- ⇒ **Identifying new business opportunities and forecasting monthly sales.**

- ⇒ Planning and assisting dealer partners in Promotional activities (ATL & BTL activities), trade shows, corporate activities.
- ⇒ Handling the Dealer Development process from beginning phase till the inaugural phase, on the guidelines of the company, so as to maintain the Cooperate identity of the Company.
- ⇒ Building positive working culture at dealerships and with dealer partners.
- ⇒ Providing training to employees to enhance sales & communication skills.
- ⇒ To help dealers in recruitment for efficient and effective manpower.

COMPETENCY MATRIX

~ Dealer Management	~ Dealer Development	~ Channel Management
~ Sales & Marketing	~ Business Development	~ Key Account Management
~ New product/Service Launch		~ Team Management

ORGANISATIONAL EXPERIENCE

Mahindra First Choice Wheels Limited (Mahindra Group), Mumbai as an Area Sales Manager Feb 2008 to Feb 2014

Key Deliverables

- ⇒ **New Dealer Appointment & Service to existing dealer Network.**
- ⇒ **Handling Royalty Dealers Network in & around Pune, Dealer Management, and Dealer Development.**
- ⇒ **Planning of Promotional activities (ATL & BTL activities) & successfully handling X-Mart counters.**
- ⇒ **Creating marketing plan on monthly basis & successfully handling centralised procurement for dealers.**
- ⇒ **Providing training to dealers, employees to enhance sales & purchase skills.**
- ⇒ **Coordination for refurbishment of pre-owned vehicles**
- ⇒ Surveying the potential areas for sales, Evaluation of the Dealership, Monitor the work progress of appointed dealers.
- ⇒ Ensure completion of project with respect to layout plan & design.
- ⇒ Handling the Dealer Development process from beginning phase till the inaugural phase, on the guidelines of the company, so as to maintain the Cooperate identity of the Company.
- ⇒ Organizing Product training to the sales managers, workshop managers and technician
- ⇒ Overseeing the sales & marketing operations, accelerating business growth and increasing profitability.
- ⇒ Implementing marketing strategies to build consumer preference and drive volumes.
- ⇒ Understanding client's needs / enhancements and organizing presentations and demonstrations in order to provide brief knowledge to the prospective client.
- ⇒ Creating & sustaining a dynamic environment that fosters development opportunities & motivates high performance amongst team members.

Significant Highlights

- ⇒ **Planning of Promotional activities (ATL & BTL activities)**
- ⇒ **Creating marketing plan month wise.**
- ⇒ **Supervised the net leads distribution & dealer tie ups.**
- ⇒ **Supported in the training of employees to enhance sales skills.**
- ⇒ **Actively involved in offering ideas and suggestions to the management.**
- ⇒ Successfully handled 2 -3 companies for corporate sales like Knight Frank, Mangesh Auto.
- ⇒ Effectively managed the HDFC Bank Used Car Division, & Individual Brokers.
- ⇒ Awarded with the certificate of an **"Asset of the company"**.

SUMMER INTERNSHIP

Organisation:	General Motors Ltd., Aurangabad	3 Months
Title:	Marketing strategies & Sales Promotion of General Motors	
Role:	Management Trainee	

Scope of Training

This study mainly focused on the strategies applied By GM. Branding Techniques & sales promotional activities done by GM & improved techniques (Road Shows, Events & Displays at small cities).

ACADENIA

MBA (Marketing Management) **2008**

Allana Institute of Management Sciences, Pune (University of Pune) with First Class.

B.Sc. **2006**

Sir Sayyed College, Aurangabad (Dr. Babasaheb Ambedkar Marathwada University) with First Class.

12th **2002**

Maulana Azad College of Arts, Commerce and Science, Aurangabad (M.S.)

10th **2000**

Model High English School, Aurangabad (M.S.)

ACADENIC PROJECTS

During MBA:

Title: Marketing Strategies and Sales Promotion.

Title: Customer Satisfaction.

During B.Sc.:

Title: Software on M.S.E.B. Bill Management.

Title: Employees Management Process.

Title: Software on College Admission Process.

PERSONAL DOSSIER

Date of Birth: 6th June, 1984.

Address: Plot No. 5, New Nandanvan Colony, Near Military Compound, Aurangabad – 431001.