

ZAMEER KHAN

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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

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|------------------------------|------------------------|--------------------------|
| ~ 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.)

ACADEMIC 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.