

Post Applied For :



Harpreet Singh Rainu

60, K-Wing Fateh Nagar, PO, Tilak Nagar, New Delhi-110018
Mob: +91 – 9818556656 Email: harpreetsingh1977@gmail.com

Brand Management / Market Research / Strategic Positioning & Planning / Retail Sales / Market Expansion / Relationship Management / Channel Marketing / Staff Augmentation / International Sales

PROFESSIONAL PROFILE

- Results-driven marketing professional with MBA-level education and proven track record in increasing business development activities.
- Confident dynamic, enthusiastic business leader with superior interpersonal and communication skills; along with the capability to successfully communicate leading edge technology solutions into SMB and enterprise customers.
- Talented, results-producing marketing professional with a proven record of accomplishment in planning and leading comprehensive marketing strategies in support of business goals and objectives.
- Extensive experience in successfully developing channel and partner relationships, opportunities, and solutions; and converting these opportunities into high-growth high-margin sales.
- Exceptional interpersonal communicator who effectively interacts with clients and all levels of management; Solid communicator with exceptional team-building skills.

AREAS OF EXPERTISE

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| • Competitive Market Analysis | • Strategic Market Positioning | • Strategic Market Planning |
| • Client Relationship Management | • Business Analysis / Scope Discovery | • Key Client Retention |
| • Market Research & Analysis | • New Market Penetration | • Team Building & Management |
| • Territory Growth/Development | • Staff Planning & Mentoring | • Direct Marketing Programs |
| • Reseller / VAR Networks | • High-Impact Sales Presentations | • MS Office, Project |

PROFESSIONAL EXPERIENCE

Worked with Alankit Assignment Ltd as a Assistant Vice President Sales – Smart Card Division-Printer Segment Aug23, 2022 till Dec 19th, 2022

In Alankit Ltd handle all major accounts on Pan India Distributor , Corporate , Dealer & Channel Sales on Pan India along with participate in Smart Card Expo regarding to Display all our Products for all new & existing clients & make funnel to generate new business solve customer queries in all type smart card printers segment.

Worked with Elegant Vinyl Pvt Ltd as a General Manager Sales Sept 1, 2019 for Domestic & Export Market

Elegant Vinyl Pvt Ltd is a manufacturing company for all the artificial PVC / PU composite leather.

Key Result Responsibilities: - Responsible for penetration of EVPL products into India market and obtained key success in Developing potential account / customers in corporate level through corporate sales & retail sales.

- Deal with all the Retail Chains, Showrooms, and Manufacturers for the furniture segment as well as other Applications.
- Responsible for Client Interaction, Requirement Gathering, Lead Generation , Funnel Building, Case Development, Proposal Building & Submission, Negotiation, Profitable closure.
- Assists & also participate in marketing events such as seminars, trade shows, and exhibitions in India & Overseas.
- Responsible for identifying, developing and qualifying new business, focusing on strategic Account/territory development
- Forecasting and achieving business targets by offering bundled product solutions to the customers.

Worked with Mayur Uniquoters Ltd as a Senior Manager Jan 1, 2013 till Aug 31, 2019

Mayur Uniquoters is a manufacturing company for all the artificial PVC / PU leather as well as all type of Knitted Fabric in Fire Retardent selling the material to all the Domestic & Export Clients like GM, Ford , Maruti , Bata , Bag-it , Relaxo , Paragon . In 2012 comes into Furnishings segment introduce our materials to 200 New MBO (Multi Brand Outlet of Retail) in the Furnishings segment in all the Metro Cities on Pan India as well as going to expand in Overseas Market

Key Result Responsibilities: - Responsible for penetration of Mayur products into India market and obtained key success in Developing potential account / customers in corporate level through corporate sales and Government projects.

- Thorough knowledge in Artificial Composite Leather especially into all kind of material that can develop as per the client requirement in all the segment Automobiles, Shoe line, Bags & other related material that are required from the client side.
- Responsible for the Business Development of all the Mayur products across various arenas, which includes Furnishings Segment , Bags, Footwear, Automobiles, Export Houses Interiors for India as well as Overseas Market.
- Had developed huge client in all the channels & maintain a good relationship with all the customers & fulfill their requirement as the specifications given by the clients according to the application.
- Driving a team of 10 members responsible in hunting and negotiating new projects from various new clients on regular basis.
- Conducts one-on-one review with all the team to build more effective communication's, to understand training and development needs.
- Forecasting and achieving business targets by offering bundled product solutions to the customers.
- Business planning strategy & Execution of the strategies for the assigned territory. Coordination with the entire Department like R & D for new Product Development.
- Periodically share the information regarding competitors, clients, market to concerned Department and provide necessary market strategy in achieving the sales.
- Team development including training, recruitment, etc.
- Clearly define staff roles, responsibilities and opportunities for growth, value staff contributions through recognition in ways that support the business, while nurturing individual strengths and leadership.

VISUAL MERCHANDISING:

- Develop creative and on-brand visual direction for monthly and bi-monthly updates to the floor plan, windows, fixtures and signage.
- Ensure that product is merchandised and presented in compelling ways that support and draw attention to seasonal concepts, stories and featured kits / projects from the website.
- Create and present seasonal directives to store, e-commerce and fulfillment team highlighting upcoming initiatives, products and inspiration.
- Spearhead solutions for incorporating the online experience into the store such as tablets that allow quick and easy online orders, access to projects / product knowledge, and signing up customers and visitors.

GENERAL:

- Partner with Owners and Department managers to set sales goals; monitor and measure financial, operational, human resources and customer service results, and hold teams accountable for achieving goals.
- Analyze reports weekly, monthly, quarterly, and annually to track, monitor, and determine the needs of the business.
- Design and implement processes and procedures, which allow managing remotely.
- Develop clear, consistent, timely, and organized methods of communication between all branches and act as a voice for the owners.

Since December 2006 – Dec 2012 RPG Cellucom India Pvt. Ltd (Retail Chain) as Area Sales Manager

RPG Cellucom India Pvt Ltd. is a joint venture between **RPG Enterprises & Cellucom** to establish the exclusive gadgets solutions outlet for the consumer needs.

Key Result Areas:-

- Identifying new markets to establish the brand & penetration.
- Responsible for the rollout & opening the new exclusive outlets.
- Competition Mapping & Analysis of the Handset & Laptop Business in the assigned territory.
- Coordination with the Vendor & inter departments for the timely completion of the civil work to launch the short listed properties in time.
- Implementation of the companies SOP's in stores.
- Monitoring & auditing the stores on the set parameters & helping the store team in smoothing the daily operations.
- Motivate the store staff to achieve the desired results.
- Set the targets for each store.
- Coordinate with Product & Logistics people's for proper & timely replenishment of stock.
- Inventory management & budget control.

- Handling **International Sales** all Middle East Part UAE Dubai, Singapore, Thailand, Malaysia.

Since April 2002 – December 2006 with Tata Teleservices Ltd Assistant Manager Training get promoted as Manager Sales

Key Result Areas :-

- Appointed as **Assistant Manager Training** get promoted as **Manager Sales** in September 2005.
- Processes improved like co-ordination process between sales and merchandising team to enhance sale by regular trainings, meetings and communication.
- Network Expansion by suggesting and making new retail outlets to facilitate increased brand awareness and to reach maximum potential consumers.
- Formulated and implemented systems to enhance the efficiency of the team members, like online tracking.
- Conducted training and development programs for the North & Central Zone Area of Tata Distribution Network (10 Prepaid Distributors and 123 FOS, Tell callers etc).
- Acted as a coach, monitored phone calls and provided necessary performance feedback to the team members.
- Manage the development of strategy to cover Customer/Channels/processes/competition. Implemented Pre & Post Marketing activities for successful launch of a new product.
- Monitoring Competitors Activities, Resolving Retailers Issues & conducting sales promotional activities etc.
- Handling the sales, marketing, training, operations for promoting **FWP (Fixed Wireless Phone & Wire line)** phones packages and achieve business targets.
- Interacting with key accounts-corporates and individuals and generating market information to identify marketing needs, consumer behaviour and forecast business path
- Conducting and organising sales promotional activities in RWA and Market Places as a part of brand building and market development effort.
- Managing a **Direct Sales Team, Corporates Sales, Channel Sales, Key Accounts** of team on different levels.
- Organizing product awareness campaigns in Top Corporate houses and Govt. Offices

Significant Milestones;

- Achieved an average monthly target of 1000 connections with a sales growth of 30%

February 2000 – March 2002 with FSO (Full Service Outlet) of Bharti Cellular Ltd as a Customer Support Manager

Key result areas;

- Handled all the Prepaid & Post-paid activations, backend process as well as prepare all the MIS reports.
- To look after all the floor walk-in customer, solve their query regarding billing and other issues.
- Formulated and implemented systems to enhance the efficiency of the team members, like online tracking.

December 97 – February 2000 with Eureka Forbes Ltd as Sales Executive get promoted as Asst Manager

Key result areas;

- Selling all the Water Purifiers as well as vacuum cleaners to different RWA & other territory.

EDUCATION AND CREDENTIALS

- Master of Business Administration in Sales & Marketing
- Diploma in Electronics & Telecom
- B.Com from University of Delhi

PERSONAL DETAILS

Father's Name: Lt. Shri. Jang Bahadur Singh
Languages known: English, Hindi, Punjabi and French
Date of Birth: 4-7-1977
Date :
Place:

HARPREET SINGH RAINU