**Seeking senior managerial assignments in Strategic Planning / Sales & Marketing with an organization of repute preferably in Telecom / ISP / Retail / FMCG Industry**

Summary

A result-oriented sales & marketing professional with **nearly 26+ years** of experience in Sales and Marketing, Business Development, Channel & Distribution Management, Team Management. Currently associated with **a leading group in Bahrain as Divisional Manager.** A keen planner, strategist & implementer with demonstrated abilities in accomplishing business growth on a consistent basis. A proactive leader and planner with expertise in strategic planning, market plan execution, account management and sales efforts. Demonstrated excellence in process compliance, sales quality, revenue enhancement, etc. An effective communicator with demonstrated leadership & excellent interpersonal/ relationship management skills.

Core Competencies

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|  **Strategic Planning** * Establishing corporate goals, short term and long-term budgets and developing business plans for the achievement of these goals
* Business planning and analysis for assessment of revenue potential in business opportunities

  **Profit Centre Operations*** Ensuring Process compliance, sales quality, and revenue enhancement and increase Sales productivity
* Identifying and developing new streams for long term revenue growth and maintaining relationships with customers to achieve repeat/ referral business
* Conducting competitor analysis by keeping abreast of market trends and competitor moves to achieve market share metrics
* Utilizing public information and personal networking to develop marketing intelligence for generating leads
* Leading motivating teams ensuring their career development and positive contribution to the company
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Contact

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Languages

English

Tamil

Personal Snippets

Date of Birth - 07 Aug, 1971

Nationality - Indian

Marital Status - Married

ARVIND EBENEZER

**Sales & Marketing**

* Setting performance standards & measuring performance for efficient functioning
* Forecasting sales targets and executing them in a given time frame thereby enhancing existing clientele
* Devising & effectuating competitive selling programs/strategies to improve the product awareness and enhance business growth
* Driving sales across each segment (SME, Residential, Commercial, and STD PCO) and ensuring the target attainment as per the assigned segment

**Business Development / Key Account Management**

* Developing new clients by comparative study of market variable such as cost etc., and providing them with superior service
* Conducting extensive market research to analyze and assess market potential & developing new markets, tracking competitor activities for providing valuable inputs to fine-tune selling & marketing strategies
* Implementing revenue enhancement across segments as per the budgeted revenue targets
* Ensuring timely collections in consideration to the collection targets

**Channel & Franchisee Management**

* Identifying and networking with financially strong and reliable dealers/franchisee/channel partners, resulting in deeper market penetration
* Ensuring cost effective logistic operations & seamless materials movement to ascertain sufficient inventory levels at each sales outlet/ distribution channel
* Analyzing business trend & performance of each retailer (Activations & Recharge) on different parameter
* Developing creative strategies with Channel partners to expand sales with continuous retail development, expand sales, market adaptation, enhance sales performance & achieve profits

Core Competencies

**Sales Promotion & New Product Launches**

* Building brand focus in conjunction with operational requirements; ensuring maximum brand visibility and capture optimum market shares
* Devising & implementing pre & post marketing activities for successful launch of new products
* Managing products in terms of prices, quality and newproducts and developing markets for the same

**Customer Relationship Management**

* Supervising customer service operations for rendering quality services; providing first line customer support by answering queries in phased manner and resolving their issues, ensuring minimum TAT
* Assessing feedback, evaluating & providing critical feedback on areas of improvements
* Building and maintaining healthy business relations with high net worth clients, ensuring high customer satisfaction matrices and thereby maintaining healthy relation with corporate clients

**Team Management**

* Providing direction, motivation and ensuring optimum performance as a cohesive unit
* Recruiting, mentoring & handling manpower and individual agent offices to deliver quality services
* Effectively interfacing with people at all levels, managing healthy work environment and inculcating bonded teamwork with high work ethics
* Ensuring complete customer satisfaction and retention/gaining new clients by delivery quality services

Responsibilities

* Building brand focus in conjunction with operational requirements; ensuring maximum brand visibility and capture optimum market share for Mobile Handsets
* Forecasting sales targets and executing them in a given time frame thereby enhancing existing clientele
* Ensuring timely collections in consideration to the collection targets
* Manage manpower for high levels of service efficiency
* Devise sales strategy for short and long term objectives
* Devising & effectuating competitive selling programs/strategies to improve the product awareness and enhance business growth

Core Competencies

Employment History

**Bin Hindi Informatics**

***Divisional Manager***

*April 2013 – Present*

Responsibilities

* Responsible for Profit and Loss for the division
* Implementation and monitoring of sales promotions periodically
* Building brand focus in conjunction with operational requirements; ensuring maximum brand visibility and capture optimum market share for Mobile Handsets.
* Forecasting sales targets and executing them in a given time frame thereby enhancing existing clientele.
* Ensuring timely collections in consideration to the collection targets.
* Manage manpower for high levels of service efficiency.
* Devise sales strategy for short and long term objectives.
* Devising & effectuating competitive selling programs/strategies to improve the product awareness and enhance business growth
* Launched the Prepaid Business in Madurai Cluster.
* Appointed 26 new distributors and over 7000 retailers in Madurai Zone
* Manage revenues and cost
* Develop and generate revenues in the assigned zone as per set targets
* Devise sales strategy for short and long term objectives
* Provide inputs to the corporate marketing team on market intelligence through competition tracking & analysis
* Manage manpower for high levels of service efficiency
* Provide cross- functional support on a day-to-day basis
* Achieve profitability & budget plans
* Appraise subordinates on a periodical basis
* Introduced the setting up of initial operation for DTH business identifying the distributors, retailers and direct dealers in Tirunelveli Cluster
* Manage revenues and cost
* Develop and generate revenues in the assigned zone as per set targets
* Devise sales strategy for short and long term objectives
* Provide inputs to the corporate marketing team on market intelligence through competition tracking & analysis

Employment History (contd.)

**Mustafa Sultan Telecommunications Co LLC Muscat, Sultanate of Oman**

***Product Manager***

*March 2011 – April 2013*

**Unitech Wireless (TN) Pvt Ltd**

***Zonal Business Manager***

*July 2009 – Jan 2011*

**Reliance Communications Ltd**

***Cluster Head***

*December 2007 – June 2009*

Employment History (contd.)

**Tata Teleservices Ltd.**

***Cluster Head***

*September 2006 – December 2007*

**Bharti Airtel Ltd.**

***Sales Manager***

*January 2005 – September 2006*

Responsibilities

* Manage manpower for high levels of service efficiency
* Provide cross- functional support on a day-to-day basis
* Achieve profitability & budget plans
* Appraise subordinates on a periodical basis

**Notable Contributions**

* Successfully developed new cities for achieving the overall circle targets
* Exceeded the gross budget adding up Walky Post Paid, CMO post paid and budgeted ARPU
* Maintained healthy business relationship with Distributors, Franchisees, Retailers & major / critical customers
* Ensured channel satisfaction by addressing the concerns, payment of commission & other claims on time, etc.
* Generated business worth Rs.1.90 Crores per month.
* Managed a team of 15 personnel
* Developed various new markets for increasing business volume

**Notable Contributions**

* Monitored service delivery in line with bookings in the zone and ensuring timely delivery of quality parameters and standards like MTTI and MTTR
* Successfully launched 2 towns Tirunelveli and Tuticorin in terms of roll out for operational
* Associated in the market planning team and interfaced with the technical team for ROW issues / planning.
* Attained 100% AOP acquisition & revenue in Tuticorin and 90% in Tirunelveli
* Determined the competitive accounts in SME and STD/PCO segments and penetrated 90% of these accounts within 6 months of launching
* Generated business worth Rs.80 Lakhs per month.
* Managed a team of 10 personnel
* Successfully undertaken a project on Lean Management.
* Streamlined collection and service delivery process
* Credited with Six Sigma Yellow Belt Certification and rated as an Excellent contributor for 3 consecutive quarters

Employment History (contd.)

**Reliance Infocomm**

**Prepaid Sales Lead**

*October 2002 – December 2004*

**Award**

**Aircel Ltd**

**Senior Territory Manager**

*August 2000 – September 2002*

**Award**

**Previous Assignments**

Scholastics

Responsibilities

**Notable Contributions**

* Introduced the setting up of initial operation for identifying the streets to be mapped, buildings to be wired, collecting ROW in Madurai Cluster
* Successfully developed over 1000 channel partners during initial operation in Madurai Cluster
* Initiated the signing of agreements with 100 retail outlets as alliance partners during the DAE scheme
* Launched the Prepaid Business in Madurai Cluster
* Appointed 16 new distributors and over 2000 retailers in Madurai Cluster
* Generated business worth Rs.1 Crore per month
* Managed a team of 6 personnel
* Independently launched prepaid distribution channels
* Successfully launched phase 1 and phase 2 towns

 **Credited with the Best Performer TN Team Award**

 **Notable Contributions**

* Initiated the launching of Phase 2 towns in Madurai Cluster
* Identified and launched channel partners in 12 towns within a stipulated time frame
* Generated business worth Rs.40 Lakhs per month
* Managed a team of channel sales personnel
* Streamlined the collection process

**Credited with the Best Performer Award from the CEO for becoming the top performing team**

Berger Paints India Ltd. June 1996 – July 2000

Sales Representative

Jonas Wood Head & Sons India Ltd. January 1994 –June 1996

Sales Representative

* **Bachelors in Business Administration, S.V.N College**, Madurai, April 1992