

Piyush Ranjan Mishra

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Seeking a challenging role in the area of “Industrial Sales/Channel Sales/Key Account Management” as Pertinent Profile to contribute towards organizational success and grow to Senior Management Level.

Preferred Location: All Over India

Professional Preface

A dynamic professional with **over 17.5 years** of experience in Sales & Marketing with deftness in Business Development, Channel Management and Client Relationship Management. **Presently working as Sector Sales Manager with M/s WAM India(P) Ltd, Mumbai.**

Proficient in handling Distributors and Dealers. Experience in setting up and managing business operations. Highly successful in building relationships with upper-level decision makers.

Deft in cementing healthy relationship with the clients for generating business and leading workforce towards accomplishing business and corporate goals. Possess excellent interpersonal, communication and analytical skills with demonstrated abilities in customer relationship management.

Areas of Expertise

Sales & Marketing: Organising marketing plans to drive volumes & achieve high profitability. Managing necessary marketing infrastructure to support the business through anticipated growth, developing relationships with key decision-makers in target organisations for business development. Utilising client feedback & personal network to develop marketing intelligence for generating leads.

Business Development: Analysing business potential, monitoring competitor activities and planning counter measures. Identifying and pursuing business opportunities through market surveys. Mapping as per targeted plans as well as through lead generation.

Channel Management: Managing channel administration and ensuring the profitability of the region. Managing territory allocation and appointment of distributors in the region. Executing orders received from dealers, retailers, creating and executing channel framework.

Client Relationship Management: Forwarding customer instructions to the concerned department & ensuring customer satisfaction by achieving delivery & service quality norms. Cultivating relations with them for customer retention & securing repeat business.



Current Work Experience

Since 9th March'22 as “Sector Sales Manager - Building & Constructions Sector and Heavy Engineering Sector” with M/s WAM India (P) Ltd (A Group Company of M/s Wamgroup s.p.a. Italy)



Job Location: Thane, Maharashtra

COMPANY PROFILE:

M/s, WAMGROUP is the global market leader in Screw Conveyors and amongst the most prominent players in the field of Bulk Solids Handling & Processing Equipment. The company founded in Modena, Italy, in 1968, employs some 2400 people at more than 60 locations in 40 countries.

DIMENSIONS:

| | |
|------------------------|--|
| Product Line | Batch Mixer, Dustfix, Loading Bellows, Screw Conveyor, Bucket Elevator, Dust Collector, Valve etc. |
| Industry Type | Thermal Power Plant, Cement Plants, Steel Plants, Concrete, Dry mix Plants, Asphalt Plants etc |
| Customer Type | OEM & END USER |
| Number of Dealer (Nos) | 10 |
| Business Val | Order Booking Target 2024: 150 Crore |
| Assigned Region | India (For the Sector assigned) |
| Reportee | 09 (Sales Manager) |

ACCOUNTABILITIES:

- ☞ Responsible for achieving specific sector annual target – Order Booking, Sales, and Collection set by the management.
- ☞ Develop and maintain strategic long-term trusting relationship with high volume customers (OEM/End User) to accomplish organic growth and long-term company objectives.
- ☞ Maintaining cordial relationship with customers, ensuring quality and services to achieve customer satisfaction and business growth/retention.
- ☞ Identifying new opportunities & expand customer base with the help of team.
- ☞ Tracking market potential & competitor activities and devise appropriate strategy for achieving the Order intake targets.
- ☞ Take initiative to generate product awareness through Seminars / Exhibitions / technical Presentations / Customer meet.
- ☞ Conduct review meetings with sales team, supervise their activities and provide technical – commercial support.
- ☞ Monitoring customer enquiries/quotations, purchase orders, complaints, billing, o/s payment, service request etc.
- ☞ Develop and manage distributor network to improve market penetration.
- ☞ Compiling reports and documents based on the sales activities of team for onward submission to the management.
- ☞ Coordinate with Plant for manufacturing / timely dispatches of the orders.

HIGHLIGHTS

- ☞ Highest increment received (15%) for achieving 23.6% growth in order booking in 2022 compared to 2021.
- ☞ Appreciation received for achieving 26% growth in order booking in 2023 compared to 2022.

Previous Work Experience

1st Oct'15 – 2nd Mar'22 with Phoenix Conveyor Belt India (P) Ltd. (A Group Company of Continental AG).
Job Location: Noida

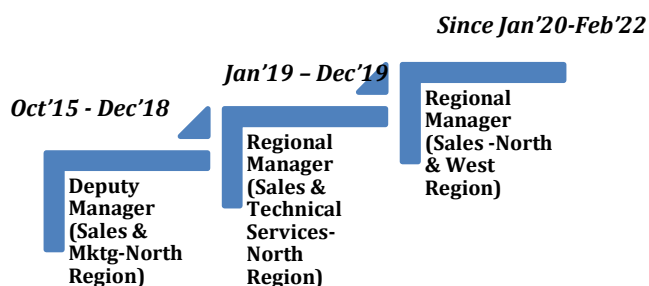


COMPANY PROFILE:

Phoenix Conveyor Belt India (P) Ltd is a group company of Continental AG.

PCBI is a leading manufacturer and supplier of textile and steel cord conveyor belt which are used for material handling / transportation.

GROWTH PATH:



DIMENSIONS:

| | |
|---------------------------------|--|
| Product Line Handled | Conveyor Belt (Textile & Steel Cord) & Filter Belt |
| Industry Type | Thermal Power Plants, Steel Plants, Pellet Plants, Cement Plants, Mines etc |
| Customer Type | End Users and EPC/Contractors (Project) [Government & Private Organizations] |
| Number of Agents/Dealers | 2 |
| Business Val | Order Booking Target for the Year 2021: 80 Crore |
| Assigned Region (Oct'15-Dec'19) | North Region & Chattisgarh/Odisha/Chandrapur (END USER & EPC/Project Business) |
| Assigned Region (Jan'20-Feb'22) | North and West Region (EPC/Project Business) & Pan India for Filter Belt |
| Reportee | 2 |

ACCOUNTABILITIES

- ☞ Responsible for achieving Order Intake, Sales, and Collection target for the assigned region.
- ☞ Developing the new business opportunities with prospective customers.
- ☞ Tracking market potential & competitor activities and devise appropriate strategy for achieving the Order intake.
- ☞ To identify customer needs and propose products & services to differentiate and create value for customer.
- ☞ Arranging /Giving Technical Presentations/Seminars to End Customer/project owners, Contractors, and Consultants.
- ☞ Implementing solution selling approach and focus on value selling.
- ☞ Building excellent rapport and relationship with customers, maintaining contacts across the customer base to build Long term customer relationship for generating repeat orders.
- ☞ Manage dealers / agents to achieve market penetration and business plan.
- ☞ Providing support / Supervising team members to extract maximum output.
- ☞ Administrating techno-commercial operations involving, generation and analysis of enquiry, offer submission, Technical & Commercial negotiations and closing the deal.
- ☞ Driving back-office work including working on Sales Force, customer & material code generation in SAP, credit limit check/assignment request submission, raising sales order in SAP, raw material booking request to plant, filling ABG/PBG.
- ☞ Co-ordinate with plant to ensure timely dispatches of the orders.

HIGHLIGHTS:

- ☞ Appreciation received from adding 9 New customers in 2016/2017 in the region assigned.
- ☞ Received "**STAR PERFORMER**" award in the year 2018 for achieving highest order booking from cement plants in India.
- ☞ Appreciation received for closing a single order for 25 Crore from a cement customer in 2019.
- ☞ Received "**PROMOTION**" in 2019 referring to 3 years (2016/17/18) consistent performance.
- ☞ Appreciation received for closing a single order for 9 Crore from project customer (EPC) in 2020.
- ☞ Received "**SPECIAL INCENTIVE**" in 2019 and 2020.
- ☞ Received "**CUSTOMER CENTRIC AWARD-APAC REGION**" for developing new product-FILTER BELT in INDIA (2021)

Previous Work Experience

Aug'13 - Sep'15 with Tega Industries Ltd, as Assistant Branch Manager
Job Location: Bhilai

COMPANY PROFILE:

Tega Industries Ltd. is an Indian corporation headquartered in Kolkata, India and a constituent of MM group of companies. It provides customized solutions to mining, mineral beneficiation, bulk material handling, and slurry transportation industry.



PARTNERSHIPS IN PRACTICE

DIMENSIONS:

| | |
|-----------------------------|--|
| Product Line Handled | Belt Scrapers, Belt Aligning Rollers, Impact Pads, Skirt Sealing, Chute Liners etc |
| Industry Type | Thermal Power Plants, Steel Plants, Pellet Plants, Cement Plants, Mines etc |
| Customer Type | End Users [Government & Private Organizations] |
| Number of Dealers /Agent | 3 |
| Business Val | 5 Cr (For the Year 2015) |
| Assigned Region | Chattisgarh, Chandrapur, Odisha |
| Reportee (Service Engineer) | 4 |

ACCOUNTABILITIES:

- ☞ Responsible for achieving the Order Intake, Sales, and Collection target for the assigned region.
- ☞ Activities: -
 - (i) Perform plant visit, understand the application & customer pain points.
 - (ii) Potential mapping – Customer wise / Application wise / Product installed.
 - (iii) Categorizing the customer list into A,B,C type on the basis of potential/current business for planning strategies.
 - (iv) Swot Analysis of Competitor – Product, Price, Delivery, Performance/ Customer feedback, Service support etc.
 - (v) Implementing solution selling approach.
 - (vi) Value Selling.
 - (vi) Understand the critical applications, perform conveyor audit, carry back test, submitting total cost of ownership, giving technical presentations to customers.
- ☞ Responsible for enquiry generation, offer submission, tender enquiry submission (Govt & Private Org), offer follow-up Participation in Reverse Auctions, Negotiations, order finalization, Payment & C-form follow up.
- ☞ Monitoring service engineer and guiding them for equipment servicing and installation at different customer locations.
- ☞ Manage a set of dealer/Agent in the assigned territory to deliver: Volume, Profit, budgeted target, and market penetration.
- ☞ To lead, manage, coach, and inspire the Dealer and Dealer's Sales force to grow business in assigned territory.
- ☞ Train and jointly visit customers/prospects to develop Team competence and motivate.

HIGHLIGHT

- ☞ Received appreciation and 100% incentive for achieving 210% growth in order booking (conversion and spares) in 2014-15 compared to 2013-14.

Oct'10 - July'13 with Gitanjali Group, as Area Sales Manager (West Bengal)

DIMENSIONS

| | |
|------------------------|--------------------------|
| Product Line Handling | Consumer Durable |
| Business Value | 7 Cr (For the Year 2013) |
| Customer | Retailer & Dealers |
| Assigned Region | West Bengal |
| Number of Distributors | 4 |

ACCOUNTABILITIES

- ☞ To Achieve Primary and Secondary Forecast with the help of Team and Channel Partners (Dealers and Distributors).

GITANJALI
TRUST FOREVER

HIGHLIGHT

☞ RECEIVED THE “BEST PERFORMER APPRECIATION FOR THE YEAR 2012-13”.

Apr'08 - Sep'10 with Dalmia Brother Ltd (GTC Industries), as Area Sales Manager (Kolkata)

DIMENSIONS



| | |
|------------------------|--------------------|
| Product Line Handling | Consumer Prod |
| Business Value | 8 Cr (For 2009) |
| Customer | Retailer & Dealers |
| Assigned Region | West Bengal |
| Number of Distributors | 7 |

ACCOUNTABILITIES

☞ To Achieve Primary and Secondary Forecast with the help of Team and Channel Partners (Dealers and Distributors).

HIGHLIGHT

☞ Attained growth of 17% in existing volume in Kolkata as well as in Jharkhand region.

Training Undergone

- ☞ LDP (Leadership Program) from Continental India. (2021)
- ☞ INCOTERMS from Continental India (2020)
- ☞ SFDC (Sales Force) from Continental Hannover, Germany. (2018)
- ☞ SAP (Sales & Distribution) from Futuresoft management Pvt Ltd, Kolkata (2012/13)

Scholastics

PGP in Marketing Management (2 Years Full Time Autonomous Program)

MIT-PUNE. Batch 2006-2008.

B.E. (Mechanical Engineering)

S.D.M.C.E.T Dharwad, VTU Belgaum in 2005.

Personal Dossier

Date of Birth: 10th June 1980

Present Address: Flat No: 2203, A-Block, Queens, Pride Palm Apt, Kolshet Rd, Thane, Maharashtra

Permanent Address: - Bokaro Steel City, Bokaro

Linguistic Abilities: English, Hindi, Maithili and Bengali.

Current CTC: 29 Lakh