# ANURAG TRIVEDI

House-No- 2071,Avas-vikas-3, Kalyanpur panki -road Kanpur(U.P.)-pincode-208017

: +91-9956577123, 7459976629

: anuragtrivedi11@gmail.com, anurag.brightfuture@rediffmail.com



***Business Development/Sales & Marketing Professional***

**PROFILE & STRENGTHS**

* Competent, diligent & result oriented professional, offering **over 16 years** of exposure across Sales and **Business Development, Sales and Marketing of** Fire Extinguishers, Smoke Detector and Delectation System , House Reel , Sprinklers & hydrants system, *CCTv surviliance systems and Door-Security system,vedeo door phone,bio matric device,hand helped automatic cotroller and operative systems ands* works for almost 8 years for channel sales in institutional/corporate sales and remaining 8-1/2 years in channel sales and dealer Management)

Adept at identifying business opportunities and building marketing thrust to exploit available market potential. Proven

expertise in creating and developing strong network of channel partners to ensure deeper market penetration

* Dexterity in assessing changing market environs with an insight into the domains of market research, Customer Relationship Management, Product Promotion, Profit Centre Management and Key Accounts Management; capable of establishing new milestones through evolved managerial skills.
* Recognized as a proactive individual who can rapidly identify business problems, formulate tactical plans, initiate change and implement effective business strategies in challenging environments to enhance **Revenue Generation, Market Share Expansion and Profitability.**
* Demonstrated ability to manage human, financial and material resources towards the achievement of stated objectives, to plan and manage work programs and to lead, motivate and provide effective guidance to a team of professional and support staff.

***Core Competencies***

***Business Development Sales & Marketing Operations Profit Centre Management***

***Brand Promotion Strategic Planning Team Management Market Research***

***Key Accounts Management Promotional Campaigns Presentation Skills***

 **P&B INDUSTRIES Sep’12—Dec'22**

**Sr-Territory *Manager Sales &Marketing***

**Key Accountabilities:**

* Responsible for monitoring proper customer identification and providing the customer centric benefits to the client to bring in business for the company.
* Involved with Institutional/Corporate selling in Government—Private offices and Industries, schools, Hospitals, Shopping-Malls &Residence as-well.
* Dealing in products like Fire Extinguisher ,CCtv-servilliance system and door-automation and other safty automation, Smoke Detector and , House Reel , Sprinklers and hydrants system , Escape Gear , Escape Signage’s
* Spearheading efforts across handling & managing overall operations; efficiently analyzing existing market trends, understanding the client’s specific requirement and providing effective & profitable customized product to them thereby enhancing their benefit.
* Expertise in formulating competitive business development & sales strategies, uncovering/ creating new opportunities while identifying dynamic and flexible solutions to tap and utilize market opportunities in corporate sector to enhance sales & profitability.
* Providing information to the customers regarding different schemes and product launches by enhancing investment outlet awareness across the assigned region through various promotional activities to achieve the business volume targets.
* Successfully establishing healthy business relations with clients & external associates for securing repeat business & long term customer loyalty and worked towards solving client's queries and providing cutting-edge consultancy.
* Nurtured healthy relationship with customers by satisfying their queries and providing them advice as per their individual needs for referral & repeat business.
* Instrumental in managing sales and marketing operations, developing marketing strategies, studying the elements in a sales promotion plan while considering consumer preference to drive business volumes
* Interfacing with clients for suggesting the most viable product range, also providing technical/commercial product presentations while cultivating relations with them to secure business
* Adept at information sourcing, analysis and monitoring of competitive products while formulating promotional strategies; also provided new updates of the products to the customers
* Accountable for setting and achieving annual sales targets of the assigned region while managing, guiding and motivating sales team & sub sellers members to ensure efficiency in sales operations and meeting of individual & group targets

# PREVIOUS ENGAGEMENT

-- P&B INDUSTRIES--

-----<-Sep'12-Dec'22->-----

Sr Terrirory Manager Sales &Marketing

Impact Fire Safety and Appliances pvt Ltd Delhi.

-----<Sep'07-Apr’12>------

Business Development Manager

Ceasefire Industries Ltd Delhi.

------April<'06-Sep’07>------

Sr-Sales Executive

Essae Technologies Pvt Ltd Banglore.

Sales Officer

------<Oct'05-April’06>-----

Gufic Biosciences Ltd Mumbai.

------<June-02-july-05>---

Business Development Officer

Methodex InFres Ltd Delhi.

Sector sales officer

------<May'01-jun’02>------

Essar Cell Fone

Sales Executive

-------<-Sep'00-April’01>------

-***Academic& PROFESSIONAL CREDENTIALS***

***Appred*** two sandester PGDCA Programme of shree gurui Ram Rai Institute of Technologies and Sciences Dehradun-Uttaranchalduring the year 1995-96

**Post Graduate Diploma in Management – 1999- Nov Two Years Full Time**

Faculty Of Management Studies, Gurukul Kangdi University

**Bachelor of Science (PCM) – Physics,chemistry and mathematics 1994--september**

Kanpur University(As the scession 1990-91 was declared zero scession by kanpur university)

**Higher Secondary 1990**

Ordinance Equipment Factory school Kanpur

**Senior Secondary 1988**

Ordinance Equipment Factory school Kanpur Date of Birth**:** 7th Jun 1972 **References:** Available on Request.

***Personal Dossier***

Father’s Name: Mr Ram kumar Trivedi (Retired as a work’s Manager from Ordnance Equipment Factory Kanpur-U.P.)

Mother’s Name: Mrs Vimla Trivedi(House wife)

Brother’s Name: Mr Shashank Trivedi(Presently Working in Reliance Capital Services)

Marital Status: Single

Parental-address-Lig-LFG-2071 Avas-vikas-3, Kalyanpur –panki road Kanpur-up-208017.

Last—ctc—3.85^ .Expected—ctc—negotiable at the time personnel interaction .→→→