



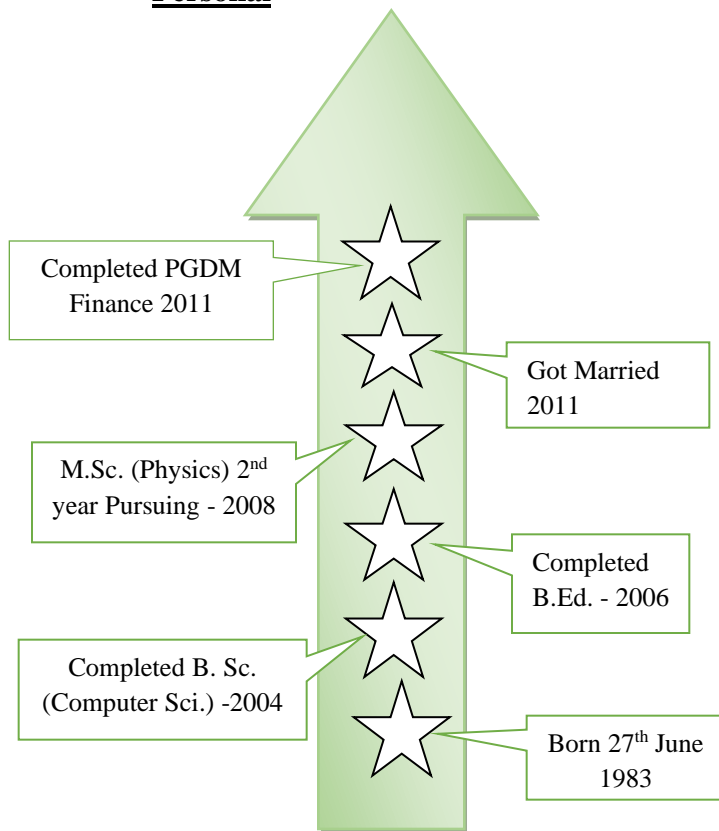
## Ravindra M. Bothra

Utilize my determination, strong strategy, and leadership skills to contribute to the growth of a company. Ability to work well with teams and learn quickly.

### Facts & Figure

<b>11 +</b>	<b>500 +</b>	<b>5%</b>	<b>22%</b>	<b>7</b>
Years of experience in Sales, Marketing	Customers handled across career	Price reduction in purchase of raw material in current year	Business increase in the current financial year 2021 -22	Commodities promoted

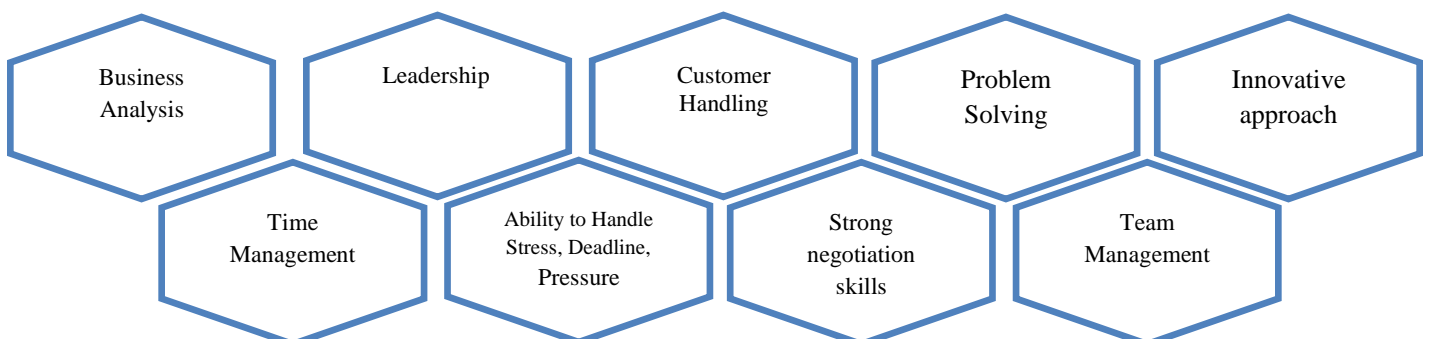
### Personal



### Work History

<b>Geissel India Pvt Ltd – Pune</b> <b>General Manager – Sales</b> <b>Nov 2011 – Jan 2022</b>
<b>Sai Engineering Works - Ahmednagar</b> <b>Manager - Marketing</b> <b>April 2010 – Nov 2011</b>

### Core Skills



## CAREER PRECISE

**Astute Leader** with **over 12+ years** of experience in Sales & Marketing, Strategic Sourcing & Team management Functions in Electrical, Automotive & Heavy Engineering industries.

**General Manager Sales - Geissel India Pvt. Ltd. Pune as Nov. 2011- Jan. 2022**

### Job Description:

- Establish and refine sales strategies, plans, and forecasts with emphasis on developing and tracking accurate metrics to monitor progress.
- Strategic thinker who develops and manages through key metrics that give an accurate picture of sales goals and progress toward them.
- Handling Pan India Sales & Marketing activity for Manufacturing of Electrical products/Accessories & formulating marketing strategy to increase overall sales with a different region of Salespersons.
- Analyse sales processes and develop improvements in sales productivity, including CRM integration.
- Define and implement strategies for “Key Accounts” and “Regional Key Accounts”.
- Drive continuous progress in Sales process / programme for a benchmark customer delivery and engagement.
- Understand customer exact needs and proposed customized solution along with existing product requirement.
- Motivated team members to meet and exceed objectives by setting goals, tracking performance on daily basis, and implementing improvement strategies.
- Coached sales associates in product specifications, sales incentives, and selling techniques, significantly increasing customer satisfaction ratings.
- Monitored customer buying trends, market conditions, and competitor actions to adjust strategies and achieve sales goals.
- Actively identify, develop, coach, and manage sales force and support their selling activity.
- Closely monitor sales activity, pacing, budgets, and inventory; work with other Sales Managers to maximize revenue opportunities.
- Handled Large Public sector tender and RFQ's.
- Developed new opportunities for the business in different region of India and with specific customer base.
- Exceeded annual sales target by 22 to 25% by targeting new markets through proactive sales & negotiation techniques.
- involvement in Purchase planning, discussion with purchase person on how to take price reduction from existing suppliers, & motivating purchase person to find an alternate source to lower the existing material buying cost.
- Analyse customer satisfaction reports. Understanding customer experiences helps sales managers make recommendations to improve customer service and retention.
- Build relationships. To increase sales and maintain a professional network, sales managers interact with customers, manufacturing representatives and represent the organization at trade shows and conferences.
- Developing new vendors for cost-cutting, improve cash flow by increasing the credit periods of the Suppliers.
- Monthly review meeting with Purchase person regarding Import and Export material planning and execute the same.
- Focusing on the “Make in India “policy and accordingly work on the same.
- Weekly review meeting on how to reduce stock & increase sales.
- Review / Evaluation meeting every 6 months regarding stock and proper placing, to maintain easy handling.
- Maintain close inventory control to maximize all opportunities
- Working with the production team to develop new products as per customer drawing / new requirements.

## Functional Areas:

Business Planning  
Stock Planning

New Customer Development  
Vendor Development

Tenders & Contracts  
Indirect Purchasing

## CAREER SCAN

### **Sai Engineering Works Ahmednagar – Manager Marketing April 2010 – Nov 2011.**

#### **Job Description:**

- Handling projects from the Early stage with R&D from concept development to project execution.
- Working on the Heavy-Duty Engineering products Projects starting from receiving drawings from the customers and work on Costing, submission of a quotation, Payment terms, Delivery period. for the customer like for heavy-duty engineering products along with General Manager.
- Marketing of Heavy Steel, fabrication, and supply for industries like Cement, Chemical, Distillery, Sugar, Steel, Power Plant.
- Marketing of Heavy Steel, fabrication, and supply including Machining, assemblies of industrial equipment, Material handling system, I.B.R pressure part, E.O.T. Crane, Structural steel for domestic and overseas clients.
- Working with team and engineers starting from Material procurement, Fabrication, Machining, Assembly, Testing, Surface Preparation, Packing & Forwarding.
- Handling ICS (Inspection Consultancy Services) audit and submitting the report to management, also finding out the areas of improvement factor for future orders and necessary corrections.
- Dealing in Marketing of Automotive Press Components, Visiting and getting an inquiry from Automobile sectors. Supplying by Manufacturing of Automotive Press components like Gear Boxes Rear Cap, Front Cap & Housing and supplied to the customers as per delivery periods.
- Getting new inquiries from customers for press components and negotiating prices, doing RC (Rate Contract), and supplying them as per delivery scheduled.
- Marketing in Boilers manufacturing & supplies to different industries.
- Coordinated meetings between project members and clients to develop ideas, discuss progress, and set goals.
- Working as a team leader for Ground Level worker Sugar cane factories' erection work.

#### **Achievement:**

- ☑ Consistent highest performer in sales every year for the last 10 years within the organization.
- ☑ Doing highest turnover in 1 month in Organization's History during the pandemic situation.

Mobile No.: - 9673230011

Email – ravindra.bothra11@gmail.com

Address:

Ravindra M. Bothra,  
Hinjewadi, Pune - Maharashtra  
Pin - 411057