**Sharad Gour**

**ADDRESS –**House No. 6, Jeevan Jyoti, Dayalbagh, Agra, 282005 (Uttar Pradesh)

**CONTACT -** +91-9009192292 **E-MAIL** – [sharadgour.ind@gmail.com](mailto:sharadgour.ind@gmail.com)

**CAREER SUMMARY**

A performance driven, accomplished and professional Automobile, Farm Parts & Lubes Sales Executive with 4+ Years of experience in the mentioned field. Seeking a challenging position as Sales & Marketing Manager to enhance my skills and knowledge in a well reputed organization.

**PROFESSIONAL EXPERIENCE**

**Organization –Mahindra Spares Business Unit (Mahindra & Mahindra Ltd.)**

**Designation – Parts & Lubes Sales Representative, (*09/03/2018 to Present)***

* Achievement of Targets by Follow- up with Secondary & Primary Sales.
* Planning and Monitoring Sales with Periodically Marketing Schemes.
* Developing retail sales strategies to conquest new business and expand sales to existing customers.
* Responsible for developing sales promotions for various Automotive/FES Parts & Lubes.
* Sales forecasting & strategic planning.
* Retail network management.
* Manage all field Activities by travelling in mapped territory.
* Giving Product presentation to Retailers/Dbs/Institutions/Workshops/Channel Partners.
* Developing, Enforcing and Monitoring set Guidelines for working with customers to ensure customer satisfaction through assigned Apps & Software.
* Attend Management meetings and conduct monthly meetings with DBs and concerned sales team.
* Organizing Mechanics Meets, Customer Meets, Van Campaigns, Mechanic Trainings & Service Camps.
* Co-ordinate with CFAs & Warehouses for Parts/Lubes related Queries.

**Distributor -Rajdhani Agencies Agra – (Liner India, Banco, Menon Pistons & Rings Ltd.)**

**Designation – Sales Representative, (*01/05/2015 to 30/01/2018)***

* Sales forecasting.
* Retail network management.
* Manage all field Activity in mapped territory.
* Giving Product presentation to customer.
* Follow- up the Payments.
* Organizing Customer meet, Van campaign, Mechanic meets.

**PROFESSIONAL SKILLS**

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| --- | --- |
| * Sales & Marketing Strategies & Campaigns Management. * Intermediate to Experience with MS Office (Excel, Word, PowerPoint). * Product Positioning & Branding Focus Group & Market Research. * Negotiation and Organizational Skills * Sales Collateral & Support. * New Product Launch. | * Strong Communication & Interpersonal Skills. * Photoshop, CorelDraw etc. * Web & Print Content Development. * Analytical & Documentation Skills (Reports & Timelines). * Online Marketing & Tools. * Public & Media Relations. |

**PERSONALTIY TRAITS**

* Committed & Solution Driven Performer.
* Sense of urgency, commitment and sense of ownership.
* Team Player with Strong Analytical and Communication Skills.
* Resourceful, Creative, Hardworking & Problem Solver.
* Customer-Focused, Highly Organized Self Starter with Effective Customer-Service Skills.
* Highly Self-Motivated, Energetic and Assertive.
* Confident and Reliable.
* Trustworthy and Goal Oriented.

**EDUCATIONAL CREDENTIALS**

**masters of business administration (MBA), 2014**

**Institute of Business Management & Research (IBMR), IPS Academy, Indore (M.P.), Affiliated To DAVV**

* Specializations: Finance & Marketing (Dual Specialization)
* Major Research Project: “A comparative study of Traditional and Modern Banking Services in India and its impact on Indian Economy”
* **Percentage of Marks – 65%**

**Bachelor of commerce (B.com), 2011**

**P.M.B. Gujarati Commerce College, Indore (M.P.), Affiliated To DAVV**

* Specialization: Computer Application
* Project Submitted: Networking & Network Topologies
* **Percentage of Marks – 70%**

**Higher secondary (12TH), 2008**

**Bal Shiksha Niketan Higher Secondary School, Shivpuri (M.P.), Affiliated To M.P Board of Education**

* Stream: Commerce + Computer Application
* **Percentage of Marks – 77%**

**High school (10TH), 2006**

**Bal Shiksha Niketan Higher Secondary School, Shivpuri (M.P.), Affiliated To M.P Board of Education**

* **Percentage of Marks – 59%**

**ACADEMIC AWARDS & RECOGNITION**

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| Participated in Sports & Cultural activities of School, selected for Badminton team on Division Level. *(2004)*  Participated in workshop conducted by **Indian Institute of Technology Bombay (Placement Cell),** *(2011)*  Participated in conclave conducted by **Indore Management Association (IMA’s Conclave),** *(2011)*  Participated in **Ad-Mad Show conducted by IPS Academy** duringAnnual Fest Week, *(2012)* |

**HOBBIES & INTERESTS**

* Listening Music, playing keyboard.
* Web Research, Internet Surfing.
* Singing.
* Graphics Designing.

**PERSONAL INFORMATION**

**Name**  - Sharad Gour

**Date of Birth** - 03/Oct/1990

**Father’s Name** - Lt. Shri Sanjay Gour

**Mother’s Name** - Smt. Manju Gour

**Present address -** House No. 6, Jeevan Jyoti, Dayalbagh, New Agra, Agra

282005, (Uttar Pradesh)

**Permanent Address** - Old Satsang Bhawan, I/F Gandhi Park Maidaan,

New Block, Shivpuri (Madhya Pradesh) 473551

**Marital Status** - Single

**Languages Knows** - Hindi & English

**Nationality** - Indian

**Declaration:**

I hereby declare that all information given above is true to the best of my knowledge.

(Sharad Gour)