**RESUME**

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##### **Harwinder Singh**

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**PERSONAL DETAILS**

**Marital Status:** Married

**Nationality:** India

**Date of Birth:** 31-03-1985

**EDUCATION**

B.A. (Punjabi University)

B.A (Major In Public Administration) ( Ignou University)

Pursuing Diploma In Legal & Laws. (Ignou University)

**WORK EXPERIENCE:**

**Company name Designation**

**Antico Veneer & Plywood** Business Development Manager (July 2019 –Till)

**Career Summary**

Driven and self-motivated Sales professional with sales ability and remarkable creativity with an intensive career in Sales & Marketing. Looking after Primary and Secondary sales of the given territory. Meeting with Architects, Wood contractors, Builder, End User to generates sales through them. Sale and promotion activates (Contractor meet, in shop meet, Architect meet,) etc.

Generate business from Architects, Builders.

60 Architects attached with our products and given the best services.

Visit to industry, projects and individual bungalows to meet client’s requirement.

Handling dealers all across the city and motivating them on regular basis for sales value to achieve.

Tracking call cycle based on the potential of dealers/projects, parties and future prospects.

Maintaining Daily sales report and weekly submissions of sales plan to concerned Zonal manager.

New product introduces with architects contractor builders.

**Green Panel Ind. Ltd.** Area Sales Manager (Punjab & J&K) (June 2018 – June2019)

**Career Summary**

Driven and self-motivated Sales professional with sales ability and remarkable creativity with an intensive career in Sales & Marketing Looking after Primary and Secondary sales of the given States. Meeting with Architects, Wood contractors, Builder, End User to generates sales through them. Sale and promotion activates (Contractor meet, in shop meet, Architect meet,) etc. Handling Dealers/Sub dealers all across the city and motivating them on regular basis for sales value to achieve. Tracking call cycle based on the potential of dealers/projects, parties and future prospects. Maintaining Daily sales report and weekly submissions of sales plan to concerned Reporting manager.

**Century Ply Boards India Ltd.** Senior Sales/Marketing Executive (July2017 - May 2018)

**Career Summary**

Driven and self-motivated Sales professional with sales ability and remarkable creativity with an intensive career in Sales & Marketing Looking after Primary and Secondary sales of the given territory. Meeting with Architects, Wood contractors, Builder, End User to generates sales through them. Sale and promotion activates (Contractor meet, in shop meet, Architect meet,) etc. Handling Dealers/Sub dealers all across the city and motivating them on regular basis for sales value to achieve. Tracking call cycle based on the potential of dealers/projects, parties and future prospects. Maintaining Daily sales report and weekly submissions of sales plan to concerned Reporting manager.

**Arin Woods Products Ltd.** Business Development Manager (May 2014 - July 2017)

**Career Summary**

Driven and self-motivated Sales professional with sales ability and remarkable creativity with an intensive career in Sales & Marketing. Looking after Primary and Secondary sales of the given territory. Meeting with Architects, Wood contractors, Builder, End User to generates sales through them. Sale and promotion activates (Contractor meet, in shop meet, Architect meet,) etc.

Generate business from Architects, Builders.

60 Architects attached with our products and given the best services.

Visit to industry, projects and individual bungalows to meet client’s requirement.

Handling dealers all across the city and motivating them on regular basis for sales value to achieve.

Tracking call cycle based on the potential of dealers/projects, parties and future prospects.

Maintaining Daily sales report and weekly submissions of sales plan to concerned Zonal manager.

Performing KYC calling to customers for newly opening accounts for confirming the genuineness.

Architect’s site following and discussion with architect regarding veneers lam and plywood.

Achieved excellent sales awards in target vs. Achievement month of July, Aug, Sep-2015

**Sonear Industries Limited.** Sales Executive (Apr 2013 - Apr 2014)

**Career Summary**

Generate business from contractor, architects and builder.

Identify week markets within the stockiest area.

25 New contractors and 15architects attached with our product and given the best services.

Evaluation of outflow and outcomes of schemes floated from time to time.

Follow ups with Dealer & Distributor for their requirement.

Appointed 6 Sub-Dealer and new counters.

Achieved best in primary sales in the zone as well as business is done mostly in advance payment.

Ruler and new areas develops for generate the business.

**Project Management Company (J.D ASSOCIATE)** Project’s Manager (Aug 2006 - Feb 2013)

**Career Summary**

Manage all project sites.

Deal with new Clients for new projects.

Manage all labor’s production on our running Construction sites.

Maintained all marketing activity for our company growth.

Handles all Govt. department working.

**TRAINING PROGRAM:** attended personality development and business skill development classes in **ARIN WOODS PRODUCTS LTD. & SONEAR INDUSTRY LTD.** for one week (2013-2014).

**EXHIBITION:** attended 2 exhibitions as representative of **ARIN WOODS PRODUCTS** **LTD**. in JALANDHAR & LUDHIANA (2015 & 2016).

**CAREER SUMMARY**

Over the past Five years, I have been employed in plywood and interior sector roles in sales and marketing where I developed an in-depth understanding of all facts of the sales, marketing and the presentation process. I have a proven ability to build new business relationships and new territories, and experience in developing business opportunities within existing client bases.

I have also good bonding with architects. I took the appointments from architects to introduce company products. Even then we also arranged the Meetings or small get together with architects for making a close bonding and benefits for further development of Business and also try to solve the issues which they are facing our products. I have good relations with A category Architects/Architects Firms like in Ludhiana, Jalandhar, Amritsar, Pathankot, Moga, Khanna, Ferozpur, Barnala, Bathinda etc.

**WORKING STRATEGIES**

**Planning & Preparation.**

1. Firstly, I prepare my Monthly Area covering plan city wise for working. (MCP).

2. Then I visit in market to represent the company product to market dealer / distributor according to MCP.

3. Visit to industry, projects and individual bungalows to meet client’s requirement.

Scouting new buildings developments Areas.

4. Tracking call cycle based on the potential of dealers/projects, parties and future prospects.

5. Meet with Architects for Company products Introduction.

6. Sites/Projects stage follow-up updating and discussion with architects for finalize.

Generate business from Builders/Fabricators/Contractors.

7. Side by side, I try to know about challenges or issues with our products that is coming in way of achieving sales target.

8. In the evening, I meet the dealer. Here I check stock and sales summary.

9. I try to know issues of dealer if any with our compaqny schemes or product.

10. I advices dealer to resolve all pending issues of market to ensure satisfied customers.

This is my working strategies according to MCP.

**AREAS OF INTEREST**

* Business development
* Sales and marketing
* Public Administration

**HARWINDER SINGH**