**Cover Letter**

**Devendra Kumar**

**Mobile: *+91-9711-521-522, 9650-470-507*  E-mail: *devendrakrgil@gmail.com* Skype ID: *devendra.kumar18***

Dear Sir/Ma’am Greetings,

I offer my candidature for **Senior Managerial Position** in Sales with a consistent record of more than ***24 years of experience*** & Success in the field of ***Automobiles in India & West Africa.***

I believe, I offer the leadership & skills that would benefit your organization, for driving corporate growth & profitability by utilizing knowledge gained and functional skills developed across key assignments. I have built successful record of results that indicates my sound abilities in **Sales & Business development, Customer Satisfaction, Sales & Operations Planning, Business Review, Sales Team Building, Customer relationship Management, Direct Selling, Personality Programs and Team work Training etc.**

Presently, I’m working as **General Manager– Sale** since **Mar'2023** with **Volkswagen Lucknow** (Viraj Distributors Pvt, Ltd.). BBD Group has evolved into a brand that is synonymous with Quality, Trust & Customer Satisfaction. BBD Group has involved in diversified fields like Education, Real Estate, Hospitality & Automobile Sector also.

I had worked as **General Manager– Sale** since **Sep'2021** to **Feb’ 2023** with **NEXA – Prem Motors**, Agra. **Prem** Motors have been amongst the Top 9 dealerships in India for the last 7 years in a row. Prem Motors as on date operates through 46 Showrooms, 38 Workshops, 6 True Value Outlets, 6 Commercial Outlets & 3 Driving Schools of Maruti Suzuki. In addition, we also have 1 Showroom along with 1 Workshop of Tata Commercial at Indore. We are spread across Rajasthan, Delhi, Haryana, Madhya Pradesh, Uttarakhand and Uttar Pradesh.

I had also worked with **Volkswagen Centre** *(Lexus Automobile Nigeria Ltd.)* as a **Manager (Sales)** in *Lagos City, Nigeria* ***since Feb'2011 to Feb’2013.* Stallion Group** is sole importer for all leading brands like Porsche, Volkswagen, Volkswagen Commercial, Skoda, Audi, Honda, Photon and Hyundai etc. in Nigeria (West Africa). I have also sold more than 500 Volkswagen light commercial Vehicles (like VW Amarok, VW Caddy Pannel Van, Delivery Van, Ambulance etc.) to different corporate like DHL, Oando, Shell, Chevron & other PSU companies also.

The Job at your organization will be just the right step up towards my career. I am sure, I could come to grip with it right way and master the requirements in my profile quickly.

My Resume is enclosed for your kind consideration and perusal. Anticipating a positive response from your end.

Sincerely,

Devendra Kumar

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***Professional Summary***

Seasoned, passionate & motivated General Manager with a solid history **(24+ Years)** of experience and achievement in Automotive Sales & Profitability. Motivated leader with track record of achieving exceptional results with strong organizational and prioritization abilities. Areas of expertise include Sales Training, Finance & Insurance as well as New & Used Car Sales to include Customer Satisfaction & relentless drive for Excellence.

***Professional Skills***

* Active Listening
* Judgment and Decision Making
* Management of Personnel Resources
* Time Management
* Administration and Management
* Customer and Personal Service
* Negotiation
* Education and Training
* Employee motivation
* Referral coordination
* Pipeline maintenance
* Policy enforcement
* Employee coaching
* Internet sales management
* Team building and leadership

***An Odyssey of Employment***

Working with **Volkswagen Lucknow** (Viraj Distributors Pvt. Ltd.) as **General Manager–Sales** since **March'2023.**

**Volkswagen**- The mission of Volkswagen is to offer safest cars in India and latest technology so that we can adequately respond to the new segments of Indian customers and offer them the experience which they value.

**Work responsibilities**

As the General Manager, my job is to ensure the profitability of the Dealership by overseeing the various departments which include Variable Operations (sales & financing), Fixed Operation, and the Business Office (accounting & administration). My duties as the General Manager included, but were certainly not limited to, planning, motivating and coordinating the dealership’s management through leadership and solid business practices.

* Oversee daily operations, remedy customer complaints promptly, and ensure customer satisfaction metrics are met.
* Recruit, and arrange to train relationship managers, office and sales/finance department managers to meet profit levels.
* Assist with the creation of affordable advertising campaigns and programs to increase sale and brand visibility for the car dealership.
* Attend manager meetings and establish good working relationships with owners, managers, and dealership staff to establish sales processes and recommend daily unit sales.
* Implement growth strategies that align with automotive group objectives by carefully assessing profit and loss while maintaining vehicle inventory that meets the needs of the local market.
* Review monthly, quarterly, and annual MIS for accuracy and completion before sharing with upper dealership management.
* Coached employees on effective sales strategies to improve results.
* Monitored and motivated employees and optimized approaches to achieve monthly volumes consistently.
* Enforced policies and procedures to maximize sales revenue and business profitability.
* Approved vehicle discounts and promotional efforts.
* Coordinated sales activities between in-person, telephone, and internet-based strategies.
* Defined competitive business goals and implemented strategies to achieve targets.
* Built and implemented go-to-market strategy and sales channels, including representative, distributor, and direct sales.
* Maintained updated database on all available vehicles.
* Connected with customers to build trust and leverage consultative sales techniques.
* Worked with department managers to meet staffing and resource levels for expected demands.
* Cold called prospective clients to build awareness for company offerings and generate substantial interest.
* Involve in whole sales process from enquiries generation to post delivery process.
* Advocates on behalf of the sales team to remove barriers as well as on behalf of management to ensure achievement of company objectives.

Worked with **NEXA Agra** (Prem Motors) as **General Manager–Sales** from **Sep’2021 to Feb 2023.**

**NEXA**- where only premium Maruti Suzuki cars are for sale. The mission of NEXA is to offer innovative value and direction so that we can adequately respond to the new segments of Indian customers and offer them the experience which they value. **Prem Motors** as on date operates through 46 Showrooms, 38 Workshops, 6 True Value Outlets, 6 Commercial Outlets & 3 Driving Schools of Maruti Suzuki. In addition, we also have 1 Showroom along with 1 Workshop of Tata Commercial at Indore. We are spread across Rajasthan, Delhi, Haryana, Madhya Pradesh, Uttarakhand and Uttar Pradesh.

**Work responsibilities:** Same as above

**Achievements:**

* Achieved **Zeta Band in NSC** for 22-23 Financial Year. In 21-22 NSC Band was Sigma.
* Won award from MSIL for highest Extended Warranty penetration for financial year 21-22 in N3 region.

Worked with **NEXA** (TRS Automobiles Pvt. Ltd.) as **General Manager–Sales** since **Jul'2015-Aug’2021.** (Joined as Sr.R.M. & Promoted to A.G.M. then General Manager)

**NEXA**- where only premium Maruti Suzuki cars are for sale. The mission of NEXA is to offer innovative value and direction so that we can adequately respond to the new segments of Indian customers and offer them the experience which they value. T.R. Sawhney Group, one of the leading Retail Groups in India engaged in the field of Automobile distribution & a premier dealership of passenger cars of Maruti Suzuki in Delhi/NCR & India’s no.1 seller of Maruti Products.

**Work responsibilities:** Same as above

**Achievements:**

* Achieved **Alpha Band in NSC** for 19-20 & 20-21 Financial Year.
* Won award from MSIL for highest Accessories penetration & Extended Warranty penetration for financial year 20-21 in N1 region.
* Sold 102 vehicles in a single month as SRM in 2016 to a corporate i.e. Motherson.
* Got 2 promotions within 6 Years due to highest performance in NEXA group.

Worked with **Volvo** *(*Auto Kashyap India Pvt. Ltd.*)* as **Sr. Manager (Sales)** in Delhi*, India* ***from Apr'2013-Jun’2015.***

**Auto Kashyap,** one of the leading Retail Groups in India engaged in the field of Automobile distribution & a premier dealership of passenger cars of Volvo, Hyundai & Fiat. Over the years the Organization has built an irrefutable reputation and a strong infrastructure dedicated to meeting all customers’requirements. Own collection of classic cars is located in Classic Car Museum in Noida, U.P. **Kashyap Group** is a well-known name for after-sales on all premium car brands and has in-house expertise.

**Work responsibilities**

* Trained new sales team members and provided weekly feedback to all team members.
* Maintained updated database on all available vehicles.
* Worked with customers to arrange for financing options.
* Assisted customers and responded to customer questions.
* Maintained first-hand knowledge of all vehicle features and specs
* Developed and implemented sales plans, including dealership promotions
* Implemented customer satisfaction procedures and dealt with customer issues.
* Provided customers with details of available vehicle warranties
* Maintained database of all vehicle pricing and applicable discounts
* Worked with sales staff to implement sales and marketing strategies

**Achievements:**

* Sold highest number of XC-90 in our dealership in 1 month.
* Got Highest Star Champion award in my tenure in dealership.

Worked with **Volkswagen Centre** *(Lexus Automobile Nigeria Ltd.)* as **Manager (Sales & Marketing)** in *Lagos City, Nigeria* ***from Feb'2011- Feb'2013.***

**Stallion Group** is a leading business conglomerate with well entrenched business presence in West African countries, having achieved position of market leadership on diversified business lines. Stallion has strongly established itself in Nigeria, Ghana, Benin, Ivory Coast, Senegal, Angola & Cameroun and is rapidly strengthening its presence in other countries.

**Work responsibilities**

* Trained new sales team members and provided weekly feedback to all team members.
* Maintained first-hand knowledge of all vehicle features and specs.
* Developed and implemented sales plans, including dealership promotions.
* Provided customers with details of available vehicle warranties.
* Maintained database of all vehicle pricing and applicable discounts.
* Worked with sales staff to implement sales and marketing strategies.
* Approved dealership expenditures and tracked monthly revenue.
* Prepared dealership budgets and implemented cost-effective management techniques.

**Achievements:**

* Sold highest number of vehicles in corporate in my 2 years tenure in Nigeria
* Avg. 50% growth in corporate sales in my tenure
* Avg. 20% growth in retail sales of showroom in my tenure

Worked with **Volkswagen Delhi West** *(World Class Automobiles Pvt. Ltd.)* as **Manager (Corp. Sales)** in Delhi, India **from Apr’2008 – Jan’2011**

**Singhania Group**, one of the leading Retail Groups in India engaged in the field of Automobile distribution & a premier dealership of passenger cars of **Volkswagen**, Mahindra, Skoda& Renault.

**Work responsibilities**

* Maintained first-hand knowledge of all vehicle features and specs.
* Develops team through ride-along coaching, participating in client meetings, feedback, training and career path opportunities.
* Spend time with corporate customers in the field with the purpose of deepening account relationships.
* Managing automotive corporate customer expectations and account development.
* Consistently provides timely and relevant feedback to sales team and provides coaching to team to successfully execute sales process.
* Establishing customer relationships set and manages customer expectations.
* Identify, support and track new relevant opportunities in collaboration with new corporate customers.

**Achievements:**

* Sold highest number of vehicles in corporate in Oct, Nov & Dec 2010 in India.
* Highest Number Selling team of corporate in showroom which has contributed to 50% of retails for showroom with 1 ASM & 1 Sales Consultant only.

Worked with **MGF Hyundai** *(MGF Automobiles Ltd.)* as a **Team Manager (Sale)** in Delhi, India **from Nov’2000 - Mar'2008**

**MGF Group**, one of the leading Retail Groups in India engaged in the field of Automobile distribution, Finance, Real Estate (Emmar MGF), & was a premier dealership of passenger cars of **Hyundai**, Toyota, Maruti & Volvo.

**Work responsibilities**

* Trained new sales team members and provided weekly feedback to all team members.
* Worked with customers to arrange for financing options.
* Provides direction and strategy to team members and works closely with them during customer visits in the field, providing coaching and assisting in enhancing relationships.
* Collaborates with the staff on strategy, innovation, etc. to ensure that new ideas are developed and presented to customers.

**Achievements:**

* Sold highest number of vehicles as a team Manager in corporate & retail sales in Delhi & NCR.
* Got promoted to Team Manager within 2 years due to highest performance in sales.

***Training Attended***

Training for **NEXA- all Products & Soft skills** which was conducted by MSIL, India.

Training on **Personality Development** conducted by Volkswagen in Delhi, India;

Training for the **International Sales Objective** conducted by Stallion Motors, Lagos, Nigeria;

Training for **ERP - Sales (CRM)** conducted by Stallion Motors, Lagos, Nigeria.

Training for **Competence Business Development** (Complete Set) conducted by Volvo India.

Training for **Level 1 completed** which was conducted by Volvo India.

***Academics***

**Bachelor of Science** in Mathematics from Meerut University;

***GNIIT*** *in System Management* from NIIT Ltd;

***Personal Details***

**Address:** D-1/347, Street No. 14, Ashok Nagar Extn., New Delhi-110093

**Marital Status:** Married

**Date of Birth:** 1st December, 1974

**Driving License Status:** Master in both **Left & Right hand Driving**, holding driving license for **India & Nigeria**.

**Expected Salary:** Negotiable

**Notice Period:** 30 Days

**Devendra Kumar**