

MUKUL BHATNAGAR

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Profile Summary

With 28 years of extensive experience in automobile sales and marketing, I have successfully built strong customer relationships, fostering loyalty and trust to drive sales growth. My key responsibilities included overseeing regional business operations with team members, primarily in the automotive and construction equipment sectors. Highly motivated to enhance sales program efficiency and boost profits through strategic analysis of sales channels and emerging market trends.

Professional Experience

- 1. M/s ACCU Global Services Pvt. Ltd** **Area Sales Manager** **July 2024 – Present**
 - Dynamic and results-driven sales professional with extensive experience in generating new business within the automotive and electronics sectors across North India.
 - Proven ability to identify emerging market opportunities, build strong client relationships, and develop tailored sales strategies to capture new business and maximize revenue.
 - Coordinated with the Quality team to enhance customer satisfaction and conducted on-site customer engagement activities to improve user knowledge and experience.
- 2. M/s Simmonds Marshall Ltd** **Regional Manager** **Feb 2007 – July 2020**
 - Primarily focused on OEM business in Northern India, fulfilling their requirements through third-party transport while ensuring compliance with Quality Assurance Standards.
 - Visits to various retail markets and dealers to secure orders, manage payments, and expand regional footprint, ensuring robust distribution and sales performance across North India.
 - Coordinated with quality teams to ensure the approval of product samples, addressing any line rejections, and implementing corrective actions to uphold quality standards and client satisfaction.
 - Oversee logistics and coordinate with transporters to manage material flow, ensuring timely and efficient product in-warding to meet client deadlines.
- 3. M/s Dozco India** **Branch Manager** **Oct 2005 – Jan 2007**
 - Conducted in-depth exploration of the undercarriage market across North India, with a focus on Himachal Pradesh, Punjab, Jammu & Kashmir, Haryana, Uttarakhand, and Uttar Pradesh.
 - Successfully boosted sales of undercarriage parts within the assigned territory.
 - Managed branch operations and supported various sales initiatives across the North Region.
 - Safeguard sales of heavy earth-moving and machinery parts within the assigned territory by delivering comprehensive after-sales support and services.
 - Enhance market share by retaining existing customers and actively exploring opportunities to sell equipment in the assigned area
- 4. ASHOK LEYLAND LIMITED** **Sr. Sales Executive** **Jan 1992 – Sept 2005**
 - Oversaw parts-related activities, managing pre- and post-sales operations and supporting existing and new customers to drive growth in Vidarbha, Madhya Pradesh, and Chhattisgarh.
 - Market Development: Expanded customer base, built retailer and Inventory networks, and led sales activities.
 - Customer Interaction & Support: Provided service, maintenance support, and prioritized complaint resolution; conducted training on new products.
 - Visited clients and end-users of commercial vehicles to ensure customer satisfaction and quality assurance.
 - Conducted service campaigns and participated in sales promotion events organized in collaboration with BELs to enhance customer experience and drive sales growth.
 - Sales & Logistics Coordination: Managed orders, dealer follow-ups, and warehouse logistics, including compliance tasks.
- 5. M/s Lucas Indian Service** **Sr. Sales & Service Engineer** **Jan 1989 – Dec 1991**
 - Visited OEMs to address product-related inquiries and provided on-the-job training for mechanics on company products.
 - Partnered with dealers to visit retailers and Inventory Managers, driving market development efforts.
 - Focused on increasing awareness of genuine parts availability and quality assurance through product and service campaigns in the Oval market across North India.
 - Organized hands-on training sessions for mechanics and service providers at their respective locations

Area of Operation; Himachal Pradesh, Chandigarh, Haryana, Punjab

- Job Includes service related work on the product range of company, interaction with company engineer on product related query, interaction with customers on failures on vehicle and to respond to field complaints.
- Sales of vehicles towards vendors and businesses also part of the Job

Academic Qualifications

Degree	Year	Institute
<i>B.E Mech.</i>	<i>1989</i>	<i>Nagpur University NAGPUR</i>
<i>B.SC</i>	<i>1986</i>	<i>Bhopal University BHOPAL</i>
<i>D.M.E.</i>	<i>1984</i>	<i>State Board of Technical Education, Bhopal MP</i>
<i>H.S.C</i>	<i>1980</i>	<i>State Board of Technical Education, Bhopal MP</i>

- 3 month Training in Academy for Management Excellence, Chennai division
- IFMR (ACME) on Building Market Insight and customer Management Competencies on Ashok Leyland.
- Undergone Training on various Products of Ashok Leyland at their Works in Ennore, Hosur and Bhandara plants from time to time on stipulated period.
- Undergone Training on Products on Lucas Indian Service at their Works at Chennai.

Skills

- SAP HANA
- Manufacturing and Automobile Components Selling and Co-sell
- Customer Retention and Churning
- Auto parts selling
- Vendor expansion
- MS-Excel
- CIO and CXO Meetings
- Sales Forecasting
- Target Sales Generation
- Territory Sales Management
- Contract Negotiations
- Enterprise Sales
- Client Acquisition
- Sales Funnel Management

Awards & Recognition

Letter of appreciation for successfully promoting Leyparts in the region by appointing new Inventory Managers and retailers, leading to higher sales and improved customer satisfaction.

Mukul Bhatnagar