



Sajeyan B

General Manager- Automobile Sales

My Contact

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- 📍 Coimbatore-Tamil nadu,India

Skill

- Strategic Planning
- Customer Relationship Management
- Sales Leadership
- Budget Management
- Team Supervision
- Process Improvement
- Negotiation
- Team Management

Education

- MBA: Master of Business Administration
Pursuing from Annamalai University
Coimbatore-Tamil Nadu,India
- BBA: Bachelor of Business Administration
Annamalai University
Coimbatore-Tamil Nadu,India
- 10+2 STANDARD
PSG SARVAJANA HIGHER SECONDARY
SCHOOL
Coimbatore-Tamil Nadu,India
- TENTH STANDARD
PERKS HIGHER SECONDARY SCHOOL
Coimbatore-Tamil Nadu,India

Objective

Accomplished and results-oriented General Manager with an illustrious 33-year career history committed to elevating revenues, optimizing margins, and providing outstanding customer experiences. A strategic leader with a sharp focus on operational efficiency, I am actively pursuing an executive role where I can harness my extensive managerial expertise to propel organizational success.

Professional Experience

General Manager - Sales | Bullmenn Motors-Coimbatore
Feb 2021 – Present (2.11 yrs)

Key responsibilities:

- Cultivated and maintained robust customer and supplier relationships, driving account development initiatives.
- Implemented transformative coaching and mentoring programs, enhancing personnel's grasp of management principles and industry best practices.
- Oversaw comprehensive aspects of budget management, employee reviews, training, schedules, and contract negotiations.
- Spearheaded year-over-year business growth through strategic vision and meticulous long-range planning.
- Attained a coveted position as the leading dealer in both sales numbers and wholesale from the factory.
- Pioneered continuous process improvements, identifying and rectifying sales process inefficiencies.
- Instituted cost-saving measures and energy-efficient practices, contributing to overall operational sustainability.

General Manager - Car Sales | Varrsha Ford-Coimbatore
Feb 2020 – Jan 2021 (1.0 yrs)

- Key responsibilities:
- Managed complex budgets, conducted meticulous employee evaluations, and negotiated critical contracts.
- Nurtured and expanded relationships with customers and suppliers through targeted account development.
- Elevated operational excellence by providing mentorship on management principles, industry practices, and company procedures.

General Manager - Sales | Noble Honda-Erode
May 2018 – Jan 2020 (1.9 yrs)

- Key responsibilities:
- Developed and sustained meaningful relationships with customers and suppliers through strategic account development.
- Implemented efficient coaching and mentoring, aligning personnel with management principles, industry practices, and advanced technology systems.
- Orchestrated budget implementations, employee reviews, training, schedules, and successful contract negotiations.
- Drove substantial year-over-year business growth through visionary leadership and meticulous long-range planning.

Head Sales | Chandra Honda-Coimbatore

Aug 2011 – Mar 2018 (6.8 yrs)

- Key responsibilities:
- Supervised geographically strategic sales and marketing teams, optimizing resource utilization.
- Effectively communicated sales and marketing strategies.
- Leveraged multiregional talent to exceed quarterly and annual goals consistently.
- Achieved an impressive growth in sales and revenue targets over all quarters during the fiscal year.

Deputy General Manager – Sales | Suryabala Bajaj-Coimbatore

July 2008 – July 2011 (3.1 yrs)

- Key responsibilities:
- Fostered a collaborative and harmonious working climate, enhancing employee morale, productivity, and effectiveness.
- Conducted thorough performance reviews and implemented corrective measures with authorization and escalation.
- Applied best practices and management controls, ensuring superior service to both internal and external customers.
- Collaborated seamlessly with department heads to establish strategic goals and work plans.

Head – Accessories Sales | Tafe Access-Coimbatore

Jan 2002 – Jun 2008 (6.6 yrs)

- Key responsibilities:
- Delivered exemplary customer service by addressing inquiries, locating merchandise, and promoting key items.
- Established strong rapport with customers, creating positive impressions of the business.
- Executed visually appealing and organized displays for new products, optimizing sales promotions.

Branch Manager – Car House | LG BALAKRISHNAN & BROS LTD-Coimbatore

Feb 1990 – Dec 2001 (11.11 yrs)

- Key responsibilities:
- Conducted comprehensive interviews to attract and hire top-tier talent, enhancing organizational capability.
- Assessed employee performance and implemented improvement plans to drive continuous development.
- Formulated and executed strategies for developing and expanding existing customer sales, resulting in a significant increase in annual sales.
- Engaged employees with positive motivational techniques, fostering a culture of enthusiasm and commitment.