

SURIYA RAJAN B

BRANCH MANAGER / SALES MANAGER

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SUMMARY

I am an experienced Branch Manager with a strong background in sales, team leadership, and operations management in the automotive sector. With a proven track record of enhancing branch performance and driving business growth, I leverage my skills in customer relationship management and team collaboration to achieve organizational goals. I am committed to continuous learning and dedicated to excellence in every aspect of my role.

TECHNICAL SKILLS

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| • Automotive Sales Expertise | • Leadership and Management skills | • Inventory management |
| • Expert in Risk Management & Conflict Resolution | • After sales service process | • Familiarity with DMS tools |
| • Branch Operation Management | • Knowledge of vehicle models | • Active listening and relationship building |

PROFESSIONAL EXPERIENCE (7.6+ YEARS)

Branch Manager - Honda Motorcycles and Scooters <i>Haritha Motors, Madurai</i>	 NOV 2023 - Present
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- Increased branch revenue by 25% within first year of management.
- Improved team's sales conversion rate by 20% through strategic training and marketing strategies
- Handled two branches overall operations and maintaining team leadership, business development, customer retention

Senior Sales Executive - Tata Motors heavy Commercial Vehicles <i>Vetri Motors Pvt Ltd, Madurai</i>	 JAN 2021 - OCT 2023
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- Market analysis and Product knowledge of Heavy Commercial vehicles
- Proven ability to generate leads, close sales and manage customer relationships
- Coordinated with service,finance and logistics team ensure post sales support

Sales Executive - Mahindra Trucks and Bus Division <i>Jai Vijai Motors Pvt Ltd, Madurai</i>	 JAN 2018 - DEC 2020
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- Developed a strong network of B2B and B2C clients including transport companies, construction firms
- Conducted detailed market analysis and competitor tracking to tailor sales strategies
- Understanding customer needs and ability to close deals

EDUCATION

Bachelor of Engineering (Mechanical) - 61.3%
Raja College Of Engineering and Technology
(2013 - 2017)