

LIVIN RICHARD.P

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PROFESSIONAL SUMMARY

Experienced sales and project professional with over 10+ years of progressive responsibility in the construction and coatings industry, specializing in project sales, contractor management, and site coordination. Proven ability to lead teams, manage on-site operations, and deliver high-quality work under budget and ahead of schedule. Strong record of building client trust and growing regional markets for top-tier brands such as Asian Paints.

CORE COMPETENCIES

- B2B Sales & Business Development
- Contractor & Team Supervision
- Material Planning & Procurement
- Retailer & Channel Partner Development
- Client Acquisition ,Retention & After-Sales Support
- Sales Pipeline & CRM Management
- Business Development & Lead Generation
- Team Leadership & Staff Motivation
- Sales Forecasting & Reporting

PROFESSIONAL EXPERIENCE

Independent Painting Contractor — Coimbatore | Present

- Manage residential and commercial painting projects from initiation to completion.
- Coordinate with builders, electricians, and plumbers to align schedules and ensure workflow.
- Inspect and prepare surfaces, recommend coatings, and oversee application quality.
- Lead and train painting crews to deliver high-quality finishes safely and efficiently.
- Handle budgeting, materials, and client communication to ensure satisfaction and repeat business.

Asian Paints Ltd — Project / Territory Sales Officer | May 2014 – Sep 2019 | Coimbatore Region

- Managed dealer and project-based sales across construction sites.
- Achieved aggressive sales targets through effective territory planning.
- Collaborated with contractors, architects, and site engineers to specify products.
- Conducted cold calls, product demos, and negotiated high-value deals.
- Provided technical assistance on coatings, surface preparation, and application methods.

PCS India Pvt Ltd — Sales Officer | Feb 2013 – Apr 2014 | Coimbatore

- Expanded corporate client base and improved service quality through relationship building.
- Implemented cold calling campaigns and personal meetings to present service offerings.
- Tracked market performance and adjusted strategies to meet sales goals.

Reinhold Wuerth India Pvt Ltd — Sales Consultant | Feb 2012 – Dec 2012 | Coimbatore

- Promoted lubricants and tools to automotive and industrial clients.
- Maintained client accounts, ensured timely collections, and built strong rapport.
- Negotiated B2B sales deals, handled order processing, and ensured timely delivery.
- Built a loyal client base through consultative sales approach and regular visits.

Chandra Automobiles Pvt Ltd — Sales Executive | May 2011 – Feb 2012 | Coimbatore

- Engaged with customers, conducted product walkthroughs, and closed sales.
- Delivered excellent customer service to increase retention and referrals.

EDUCATION

- MBA – Marketing & Finance – BSMED, Coimbatore – 2011
- B.Sc. Mathematics with Computer Applications – Dr. NGP Arts College, Coimbatore – 2009

KEY PROJECT HIGHLIGHTS

- Successfully led multiple commercial and residential painting projects across Tamil Nadu.
- Recognized by Asian Paints as Regional Winner in Wood Finish Product Sales.
- Awarded “Challenge Status Quo” for innovative client engagement strategies.

TECHNICAL SKILLS

- Project Scheduling & Budget Tracking
- Surface Preparation & Paint Systems
- CRM and Sales Tools
- MS Office Suite (Excel, Word, PowerPoint)

PERSONAL DETAILS

- Date of Birth: 6 October 1988
- Nationality: Indian
- Marital Status: Married
- Passport Number: H8937843