

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

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

PROFESSIONAL EXPERIENCE (7.6+ YEARS)

Branch Manager - Honda Motorcycles and Scooters | NOV 2023 - Present
Haritha Motors, Madurai

- 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 | JAN 2021 - OCT 2023
Vetri Motors Pvt Ltd, Madurai

- 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 | JAN 2018 - DEC 2020
Jai Vijai Motors Pvt Ltd, Madurai

- 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)