

**Nagaraja G B**  
**Larsen & Toubro Limited | Manager, Sales Development | Bengaluru, India**

## BASIC INFORMATION

<b>Experience in:</b>	Manufacturing Industry
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<b>Language:</b>	English, Kannada Hindi, and, Telugu.
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## CAREER CONTOUR

I am unwavering, meticulous, and highly competent in the **Manufacturing Industry** I have a consistent record of transporting the best results-driven work with a proven ability in implementing my work in an organized manner for **13+ years** of my successful career.

My expertise:- **Manufacturing Industry – Sales Leadership, Strategic Planning, Market Expansion, Sales Forecasting, Dealer Management, Customer Conversion, Team Collaboration, Business Development, Lead Generation, Operational Excellence, Product Positioning, Inventory Optimization, Sales Training, Sourcing and Time Management.** I have in-depth knowledge of all ethics of management. I possess effective communication skills and am a team player with strong Organizational, Logical, and Problem-Solving Abilities.

I have great exposure to working with large-scale organizations like **Larsen & Toubro Limited**. I am well-versed skills in analysis, problem-solving, and coordination, which make me so successful and dedicated. Strong influencing and negotiation skills coupled with a proven ability to think in and out of the box, generating new solutions.

I have commenced my profession as an **Executive** and risen myself as **Manager Sales Development** reputed company. I would like to see myself growing with the passing years of hard work and dedication. I have been awarded many accolades for my result-oriented hard work.

Armed with a multitude of competencies and work experiences, I am confident to carry forward any organization's vision & objectives with sufficient ease and dedication to my job responsibility.

## EXPERIENCE

**Jul'2022 – Till Date | Larsen & Toubro Limited | As Manager Sales Development**

### **Responsibility:-**

- Develop and implement nationwide sales plans for 20T, 30T, and 35T construction equipment to achieve annual, half-yearly, and quarterly targets.
- Monitor daily prospect reviews with Sales Engineers to ensure timely configuration and attachment availability, enabling 24-hour dispatch post-clearance.
- Address escalations from Area Sales Managers by providing solutions for complex customer challenges.
- Analyze and optimize pricing strategies, maintaining price deviation and freebies within approved limits across 5 out of 7 zones.

- Track and measure sales engineer coverage reports daily through the C360 platform, improving competitor customer conversions from 29% in FY21-22 to 39% in FY22-23.
- Measure weekly sales engineer performance against projections to drive sales growth, achieving a 36% market share for the 20T premium segment in FY23-24.
- Expedite loan approvals by resolving customer issues, increasing lead-to-sale conversions by 12% and improving customer satisfaction.
- Reduce overdue payments from sub-dealers, financiers, and direct customers from an average of 150 days to 75 days, enhancing profitability by 2%.
- Review dealer margin statements to ensure the profitability of 29 dealers nationwide.
- Leverage social media platforms like WhatsApp to engage customers, share product information, and boost brand positioning.
- Generate leads through territory-specific sales promotional activities, expanding the customer base and market reach.
- Conduct regular performance reviews and training sessions for sales engineers to enhance their skills in prospecting, customer engagement, and product demonstrations.
- Implement data-driven decision-making processes to identify high-potential territories and allocate resources effectively.
- Collaborate with cross-functional teams, including marketing and logistics, to align sales strategies with business objectives.
- Lead the adoption and utilization of digital tools like C360 to improve customer engagement, competitor analysis, and sales effectiveness.
- Drive market penetration by establishing strong relationships with stakeholders in new and underdeveloped territories, contributing to increased market share.
- Monitor and streamline the supply chain to ensure seamless equipment delivery and customer satisfaction.
- Foster strategic partnerships with financiers to create customized financing options, ensuring accessibility for a broader customer base.

#### **Growth Path:**

- *Apr'2019 – Jul'2022 | Larsen & Toubro Limited | As Project Engineer*
- *Apr'2015 – Mar'2019 | Larsen & Toubro Limited | As Assistant Manager - Sales Development*
- *Aug'2013 – Apr'2015 | Larsen & Toubro Limited | As Branch Head of Southern part of Andhra Pradesh*
- *Feb'2012 – Aug'2013 | Larsen & Toubro Limited | As Assistant Manager - Sales Development*

## ACHIEVEMENTS

- Achieved 36% market share in the premium 20T segment, leading the market in FY23-24.
- Reduced overdue payments by 50%, improving profitability by 2%.
- Delivered 12% growth in 20T sales in FY22-23 through effective sales strategies.
- Increased competitor customer conversions to 39% in FY22-23 using C360.
- Secured ₹5 crores in bulk orders from a competitor's customer in the 20T segment.
- Started my career as an Executive and rose as a Manager Sales Development.

## ACADEMIC FORTE

- B.E Mechanical National Institute of Engineering in 2007-2011.

#### **Training & Certifications:**

- Certified in Sales Management
- Trained in Advanced Negotiation Skills
- PMP Certified
- Completed Digital Marketing & Social Media Strategy training
- Leadership & Team Development program
- Supply Chain & Inventory Management training

## TECHNICAL PROFICIENCY

#### **Well versed with**

- |                        |           |
|------------------------|-----------|
| • Ms office            | • Windows |
| • Internet application | • SAP     |
| • ERP Software         | • Oracle  |

**Advice for Contacting:** I'm always open to conversation, networking with like-minded professionals, or discussing future prospects. Connect with me on Linked In or contact me at [nagaraj.nie@gmail.com](mailto:nagaraj.nie@gmail.com)