



SUNIL KUMAR S/O GIRRAJ PRASAD

Area Sales Manager

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MATHURA UTTAR
PRADESH

Date of Birth: 15-07-1989

Results-oriented Area Sales Manager with progressive experience in electrical and electronic manufacturing, driving sales growth and managing client relationships. Seeking to leverage expertise and proven abilities to maximize sales performance and contribute to company success in a challenging and rewarding role.

Professional Summary

- Experienced Area Sales Manager specializing in electrical and electronic manufacturing, with a proven track record of driving sales growth and managing client relationships.
- Expertise in sales planning and execution for capital equipment, specifically Induction Melting Furnaces, Induction Billet Heaters, and Continuous Billet Caster Machines (CBCM/CCM), Electro-Lifting Magnet, Electro-Hydraulic Pusher (Pocker), Electro-Hydraulic Grab, EOT Crane, CMT (Copper Mould Tube), all steel industrial & Foundry Equipment's & Steel Plant Project.
- Proficient in territory management and consistently exceeding sales targets within the Northern India region.
- Strong client relationship management skills, ensuring client satisfaction and fostering long-term partnerships.
- Comprehensive understanding of electrical systems, including erection, testing, and commissioning of industrial equipment.
- Skilled in identifying and resolving client grievances, providing value-added solutions to enhance customer loyalty.
- Proven ability to collaborate with cross-functional teams and project management consultants to ensure project success.
- Hands-on experience with PCB assembly and testing, power circuit diagrams, and electrical components.
- Knowledgeable in safety compliance, quality control, and process development within the manufacturing industry.
- Adaptable and results-oriented, with a commitment to continuous improvement and professional development.

Career Timeline

- Mar 2024 - Present**
AREA SALES MANAGER - NORTH INDIA
M/s. Ausietherm India (Abhay Induction Tech Pvt.Ltd.) Ahmedabad
- Aug 2019 - Apr 2024**
Sales Manager-North India
M/s. STS Italy (ISc Machines Pvt.Ltd.) Mumbai
- Sep 2017 - Jul 2019**
Senior Sales Engineer
M/s. Inductotherm (India) Pvt.Ltd. Ahmedabad
- Apr 2015 - Aug 2017**
Electrical & Electronics (Service Engineer)
M/s Stead Fast Engineers Private Limited

Work Experience

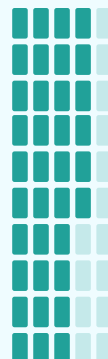
- Mar 2024 - Present**
AREA SALES MANAGER - NORTH INDIA
M/s. Ausietherm India (Abhay Induction Tech Pvt.Ltd.)
Ahmedabad (Ahmedabad Gujarat, India)
- Leading sales strategy, managing customer relations & overseeing the assigned territory while building brand awareness.
- Directing sales strategy/execution for capital equipment, specifically managing Induction Melting Furnaces, with team support in Northern India.

Soft Skills

- Communication
- Leadership
- Adaptability
- Problem-solving
- Negotiation

Technical Skills

- Induction Melting
- Billet Heating
- CBCM
- Sales Planning
- Client Management
- Territory Management
- Electrical Testing
- PCB Assembly
- AutoCAD
- MS Office



Core Competencies

- Sales Strategy Development
- Customer Relationship Building
- Territory Growth Management
- Technical Sales Expertise
- Project Coordination

Certifications

- O-Level One Year Computer Diploma** (Nielit)
- CCC** (Nielit)

Education

- M.Tech**
Dr.A.P. J Abdul Kalam Technical University Lucknow
2016
- B. Tech**
Uttar Pradesh Technical University
2014
- BSC PCM**
Agra University
2010

Languages

- Uttar Pradesh Hindi
- English

Hobbies

Technology

Outdoor activities

Reading

Travel

- Overseeing customer grievance resolution, ensuring customer satisfaction, reinforcing customer loyalty.
- Leading all territory activity.
- Managing product portfolio like Induction Melting Furnace, Induction Billet Heater and CBCM (Continuous Billet Caster Machine), Electro-Lifting Magnet, Electro-Hydraulic Pusher, Grab, EOT Crane, CMT (Copper Mould Tube), all Steel Industrial Equipments & Steel Plant & Foundry Project.

Achievements:

- Increased value provided to existing clients by quickly addressing & resolving any grievances
- Managed territory related sales operations with sales volume.
- Demonstrated expertise specific to Induction Melting Furnaces, Induction Billet Heaters, including CBCM Machine (CCM), Hot Billet Shearing Machine, Electro-Lifting Magnet, Electro-Hydraulic Pusher, all steel plant & foundry Equipments & steel plant & foundry project.
- Overseas visit in Syria in June 2024

Aug 2019 - Apr 2024

Sales Manager-North India

M/s. STS Italy (ISc Machines Pvt.Ltd.) Mumbai (Mumbai Maharashtra (For North India))

Drove territory growth through robust sales strategies, and efficient key client management ensuring optimal operational workflows.

- Directed sales planning and execution for capital equipment, focusing on Induction Melting Furnaces, with team support across Northern India.
- Managed client grievance resolution, ensuring continuous client satisfaction, increasing customer loyalty.
- Oversaw all operational activities within, and expanded the territory.
- Managed products portfolio including Induction Melting Furnace, Induction Billet Heater and CBCM (Continuous Billet Caster Machine), Electro-Lifting Magnet, Electro-Hydraulic Pusher (Pocker), CMT (Copper Mould Tube), All steel Industrial Equipments & Foundry Equipments.
- Defined and executed comprehensive strategies for lead generation, sales conversion, and territory development.

Achievements:

- Increased client retention by proactively resolving grievances.
- Enhanced territory penetration in Northern India, improving product sales.
- Drove sales growth by developing and implementing innovative strategies.

Sep 2017 - Jul 2019

Senior Sales Engineer

M/s. Inductotherm (India) Pvt.Ltd. Ahmedabad (Ahmedabad, Gujarat, India)

Responsibilities included sales planning and execution, client relationship management, and territory oversight, focusing on promoting and selling capital equipment such as Induction Melting Furnaces.

Achievements:

- Successfully enhanced the value provided to existing clients by proactively identifying and addressing grievances, solidifying long-term business relationships.
- Effectively managed all aspects of sales activities within assigned territory, contributing to the overall growth of the northern India market.
- Demonstrated strong product knowledge in Induction Melting Furnaces, Induction Billet Heaters, and Continuous Billet Caster Machines (CBCM).

Apr 2015 - Aug 2017

Electrical & Electronics (Service Engineer)

M/s Stead Fast Engineers Private Limited (Faridabad, Haryana)

Responsibilities encompassed the full spectrum of electrical and electronics service engineering, from initial equipment setup to ongoing maintenance and troubleshooting, ensuring optimal performance and reliability of critical industrial machinery.

- Executed erection, testing, and commissioning of Induction Melting Furnaces and Induction Billet Heaters for forging and casting applications, guaranteeing operational readiness and conformity with quality standards.
- Conducted thorough PCB assembly and testing, ensuring optimal functionality of electronic components and systems.
- Developed precise power circuit diagrams for efficient power distribution, enhancing system reliability and performance.

- Managed 33/11kV substations, overseeing power distribution and ensuring uninterrupted power supply to critical equipment.
- Maintained and tested a wide array of electrical components, including circuit breakers, contactors, relays, KW meters, energy meters, pyrometers, MCCBs, MCBs, and power capacitors.

Achievements:

- Enhanced the reliability of Induction Melting Furnace operations through meticulous testing and maintenance of electrical and electronic components.
- Improved power distribution efficiency by implementing optimized circuit configurations in substations.
- Streamlined PCB assembly and testing processes, contributing to faster turnaround times for equipment commissioning.