

# Girinath N

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Experienced and self-motivated Sales Manager with over 3 years in the industry, having led teams to achieve increase in revenue and growth in new accounts. Demonstrates a proven track record in enhancing sales performance and optimizing the sales cycle through effective collaboration and strategic planning. Skilled in CRM, data analysis, and negotiation, with a strong ability to drive results, improve customer retention, and utilize performance metrics to refine sales strategies.

## WORK EXPERIENCE

### Khimji Ramdas LLC (Procter & Gamble Division) Section Sales Manager

Apr 2022 – present

#### Business Development and Strategic Leadership:

- Managed and analyzed sellout data for 25+ HSM stores, spearheading brand and business development initiatives in Beauty and Non-beauty sections for Procter & Gamble (Pampers, Tide, H&S) achieving sales Targets.
- Forged strategic business partnerships with international clients (Carrefour, Lulu Group, Nesto Group etc.) by utilizing PSF techniques, optimizing demand planning and shelf optimization (DPSM) to realize a 15–18% increase in SOS and SOD.
- Executed market interventions, including customer events, sales & marketing campaigns, and digital banner ads, resulting in an 18% increase in sales revenue for targeted categories and a 12% improvement in overall market performance

#### Customer Relationship Management:

- Enhanced customer satisfaction and built best-in-class customer relationships by meeting contact, coverage, and frequency targets through diverse communication channels.
- Implemented feedback systems to gather customer insights, enabling continuous improvement in service quality and customer experience, contributing to an 18% increase in overall market performance.
- Resolved inquiries and complaints swiftly and professionally, ensuring compliance with company procedures and timely completion of all reports, leading to improved customer retention.

#### Sales and Marketing:

- Collaborated effectively with the Sales and Marketing team, fostering cooperative relationships to achieve team and company objectives. Contributed insights into the strategic use of promotional funds and territory sales forecasting.
- Designed and launched comprehensive sales presentations and marketing campaigns to promote products and services, ensuring alignment with company goals and market demands.
- Analyzed market trends and competitor strategies to identify opportunities and threats, providing actionable insights for product positioning and market penetration.

#### Financial Performance and Achievements:

- Delivered a monthly business portfolio of 150,000 OMR (400,000 USD) across all brands and categories through market-driven ATL and BTL strategies, showcasing strong financial acumen and adept business management.
- Increased sales revenue by 15% in Hair Care and 18% in Home Care categories during the first and second quarters of CY24 by implementing strategic initiatives based on competitor analysis, leading to enhanced overall P6MA performance.
- Achieved a 30% reduction in Non-Performing Assets (NPA) within the unit by proposing and implementing strategies, resulting in an 18% increase in overall profitability through streamlined Turnaround Time (TAT).

### Home First Finance Company

### Relationship Manager

July 2021-April 2022

- Extracted maximum leads from builders & other channel partners.
- Ensured minimum NPA % through prudent credit evaluation & rigorous collections
- Planned and executed impactful ATL / BTL marketing campaigns.
- Analyzed customer Credit worthiness based on credit evaluation techniques.

## EDUCATION

Year	Degree	Institute
2019-2021	MBA (Marketing)	Amrita School of Business
2016-2019	B.com (Professional Accounting)	PSG College of Arts and Science
2016	12 <sup>th</sup> (HSC)	Amrita Vidyalayam

**ADDITIONAL SKILLS:** Proficient in Advanced Excel, PowerPoint, Advanced SAP skills, Power BI, Salesforce, Market Research, Account Reconciliation, Credit Analysis, Objection Handling