



Manesh Babu

Deputy General Manager

PROFILE SUMMARY

A seasoned professional with over 23 years of experience in Sales, Marketing, Operations Management, and Consultancy in automobile domain seeking for transition into a new career field, leveraging my skills and proven track record to drive success in a new industry.

EDUCATION

- 2002 MBA/PGDM
Symbiosis Institute of Management Studies (SIMS)
- 1997 B.Com
Kerala University

WORK EXPERIENCE

- Oct 2022 - Oct 2023 Deputy General Manager
Luxon Tata
Sales and Marketing of Tata EV and ICE Vehicles
- Apr 2018 - Jul 2020 Sales Head
Advaith Motors
Automobile Sales and Marketing. Handling Sales Operations of 22 Hyundai Car Showrooms spread across Bangalore, Mysore and Mangalore. With a Retail sales of 1200 per month. Reporting to Director
- Jul 2016 - Apr 2018 Senior Business Analyst
Grochange Global
Grochange Global is a professional services firm formed as a partnership aiming at "Client Well Being". A young global firm evolved from the partnership of a team of professionals with a passion to help clients stay ahead of their challenges in organizational transformation necessitated, by growth and change. Both Growth and Change are experienced in any organizational ecosystem as it is embedded in the Universal Laws of Nature. Our clients treat us as their first channel for external orientation, as a trusted advisor and a thought partner. We are a team that has accumulated decades of experience in the Automotive sector, Service industry, Management Consulting and Personnel Development. We also have a support infrastructure to get any research done to enable our client service effort. We take a consistent approach to recruiting and developing our Associates and Affiliates regardless of where they are based. This strategy

PERSONAL INFORMATION

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- Mobile
(+91) 9746215111
- Total work experience
23 Years 0 Month
- Social Link
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KEY SKILLS

- Automobile Sales and Marketing
- Operations Management
- Direct Sales & Marketing
- HR Administration
- Branch Manager
- Business Development
- Budget Management
- Human Resource Management
- Customer Relationship
- Data Analytics
- Consulting

OTHER PERSONAL DETAILS

City Thiruvananthapuram

Country INDIA

LANGUAGES

- English
- Hindi
- Malayalam

ensures that we can quickly deliver the right team, with the right experience and expertise, to every client. We blend individual transformation approaches in a seamless way to deliver organizational transformation, linking it to the business needs as jointly diagnosed together with our clients. Inclusive growth is the best way to sustain organizational growth and all our efforts in consulting, training , advisory and coaching services intend to find such possibilities through problem-solving key issues limiting organizational performance –in the technical and non-technical areas (such as management system and people system domains)

Dec 2015 - Jul 2016

Sales Head -Audi
Audi

Sales Head for Audi Trivandrum, Kollam & Kottayam

Nov 2014 - Nov 2015

Branch Head - Maruti Suzuki
Popular Vehicles and Services

Popular Vehicles is one of the first and oldest Maruti dealership in the country. Currently it is at 29th year of operations. It is the second largest dealer in the country. Overview of Model Range, Price range & Sales Policies of Maruti Suzuki India Ltd. Intending and Funding Systems, Trade advances abd Bank Funds Liaison with Maruti Suzuki India Ltd. on Credit Policy, Demo car policy, Institutional and Government Sales, Maruti Finance, Maruti insurance, Maruti extended warranty and Maruti Genuine Accessories Show Room Management - SSI / Balance Score Card / Enquiry Process / Sales Process and Systems Field Sales Management - Market tapping, Territory Management

May 2014 - Nov 2014

Zonal Sales Head - Ford
Kairali Ford

I was heading Sales and Marketing Operations of Ford vehicles for three Branches. Whole South Kerala Sales and Marketing Operations were managed and controlled

Nov 2009 - May 2014

Deputy General Manager Operations- Volkswagen
Volkswagen Trivandrum

Oversee all business functions for two regional Volkswagen dealership with 140 new and used cars sold per month, including sales, marketing, fixed operations, service, parts, and finances. Hired, trained, and supervised staff. Created business procedures and plans. Consistently met or exceeded district average for SSI and CSI.

Improved profitability and performance by re-staffing entire dealership.
Increased profits by selling off aging used car inventory.
Dramatically reduced employee turnover through effective leadership and motivation.

Direct and coordinate activities of various departments
Manage staff, preparing work schedules and assigning

specific duties.

Review financial statements, sales and activity reports, and other performance data to measure productivity and goal achievement and to determine areas needing cost reduction and program improvement.

Establish and implement departmental policies, goals, objectives, and procedures, conferring with board members, organization officials, and staff members as necessary.

Determine staffing requirements, and interview, hire and train new employees, and oversee those personnel processes.

Monitor businesses to ensure that they efficiently and effectively provide needed services while staying within budgetary limits.

Direct and coordinate organization's financial and budget activities to fund operations, maximize investments, and increase efficiency.

Determine goods and services to be sold, and set prices and credit terms, based on forecasts of customer demand.

Manage the movement of cars into and out of sales system

Develop and implement product marketing strategies including advertising campaigns and sales promotions.

Plan and direct activities such as sales promotions, coordinating with other department heads as required.

Recommend locations for new facilities or oversee the remodeling of current facilities.

Jun 2002 - Oct
2009

Sales Manager - Toyota

Nandi Toyota, Bangalore

Oversaw all sales operations for Toyota dealership with sales of 200 vehicles per month. Supervised staff of 50.

Personally reviewed and closed sales. Monitored performance of staff to ensure maximum customer service levels. Maintained SSI at or above country average.

Was a member of Core group for Developing and Implementing Sales Operations for India called e-crb (Evolutionary Customer Relationship Building) and also was a part of developing the grading standards for Indian dealerships called DESI (Dealer Evaluations Standard India). This core team involved professionals from Indian Toyota Dealerships, Toyota Kirloskar Motors (TKM, India), Toyota Motor Asia Pacific (TMAP, Singapore) and TMC (Toyota Motor Corporation, Japan)

Consistently maintained closing ratio of Showroom at 60% or better and other enquiries at 20% or better.

Set sales records of 150 to 200 vehicles per month on many occasions.

Maintaining and increasing sales volume

Reaching the targets and goals set for team

Establishing, maintaining and expanding customer base

Servicing the needs of existing customers

Increasing business opportunities through various routes to market

Jan 1997 - Oct 2000

Setting sales targets for individual executives and team as a whole
Recruiting and training sales staff
Allocating areas to sales representatives
Developing sales strategies and setting targets
Monitoring team's performance and motivating them to reach targets
Compiling and analyzing sales figures
Dealing with some major customer accounts personally
Collecting customer feedback and market research
Reporting to senior managers
Keeping up to date with products and competitors

Sales Executive - BMW

Abu Dhabi Motors BMW

Build rapport with customers and qualify their requirements, both their stated and unstated needs
Resilience
Commitment in hitting targets
Team player
Strong negotiation skills
Ability to consolidate the sale and walk the customer through every stage of the deal
Effective time management, planning and organising own daily selling activity, such as telephoning sales prospects (previous/existing customers or general enquiries) to secure new business
A good head for figures and understanding of personal finance issues
Strong customer service skills
Good eye for detail with a talent for arranging visual displays within the showroom environment to appeal to prospective buyers

Projects

1 Months

Quality Care - Sales

Complete Sales and Marketing Operations of Ford

24 Months

Sparsh

Development of Sales process of Volkswagen sales process in India

24 Months

ECRB (Evolutionary Customer Relationship Building)

Development of Sales process for Toyota India

36 Months

Dealership Evaluation Standard India (DESI)

Toyota Dealership Operations in India

COURSES & CERTIFICATIONS

DOB - 25/07/1974

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- Certified Customer Relation Manager
 - Certified Sales Head
 - Certified Professional Sales Manager
 - Customer Delight - Strategies and Innovations