

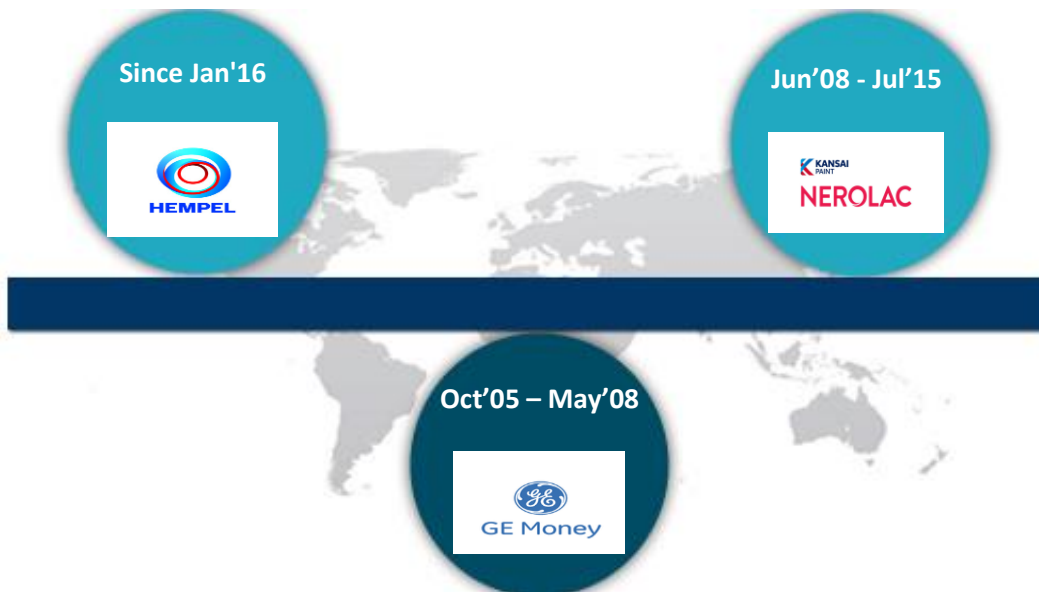
PRASAD ARVIND CHABUKSWAR

Results-driven Trade Sales Manager with 19 years of experience in the paint industry, specializing in retail/trade sales management, revenue growth, market expansion, and customer relationship management. Adept at leading high-performing teams, implementing sales strategies, and driving profitability. Proven ability to integrate acquisitions, manage dealer networks, and optimize sales processes. Strong analytical, negotiation, and leadership skills with a strategic mind-set to deliver business success.

Profile Summary

- Effective leader with strong negotiation, presentation, and problem-solving skills.
- Expertise in driving sales growth, exceeding revenue targets and fostering long-term client relationships.
- Proficient in managing business operations with a focus on profitability and optimal resource utilization.
- Customer-centric approach, ensuring high satisfaction by meeting service quality standards and delivery timelines.
- Extensive experience in designing and implementing primary and secondary trade market schemes.
- Skilled in formulating and executing strategies for market expansion and customer retention.
- A firm believer in a collaborative working style within organizations, fostering teamwork and synergy.
- Proven ability to recruit, train, and motivate teams, ensuring high-quality deliverables.
- A results-oriented professional with a structured approach to achieving business objectives.
- Adept at leading retail business operations with both functional and technical expertise.
- A balanced empathetic professional

Timeline



Work Experience

Hempel Oman LLC, Sultanate of Oman
Trade Sales Manager - Decorative Trade (Feb 2023 – Present)
Team Leader - Trade (Apr 2022 – Jan 2023).

- Achieved 2.5% organic trade business growth in 2024, twice post-Khimji Paints acquisition.
- Led a team of seven sales professionals, consistently surpassing sales targets.
- Developed and executed comprehensive sales strategies to enhance market share.



Contact Details

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Core Competencies

- Sales & Business Development
- Strategic Business Planning & Execution
- Trade/Retail Channel Management
- Market Analysis & Research
- Customer Relationship Management(CRM)
- Team Leadership & Performance Management
- Data Analysis & Sales Forecasting
- Negotiation & Contract Management
- Process Optimization & Cost Reduction
- Strategy & Business Planning
- Paints & Coatings Industry Expertise
- SAP & CRM (Dynamics 365) Operations

Technical Skills

Paints and Coatings Technology
SAP Operations
CRM (Dynamics 365) Operation

Soft Skills

Strong Communicator
Innovative Thinker
Collaborative Leader
Strategic planner & Problem-Solver

Education

Diploma in Mechanical Engineering (DME) from Padmashree Dr. Vittalrao Vikhe Patil Foundation's Polytechnic, Ahmednagar, Board of Technical Education, Mumbai, in 2001

- Strengthened relationships with key clients, distributors, and contractors.
- Conducted market research and competitor analysis to identify growth opportunities.
- Designed and implemented trade incentive programs to drive performance.
- Played a critical role in dealer migration and integration post-acquisition.
- Active participant in process of integration since Hempel acquired local brand Khimji Paints, such as part of overall process integration, team, training, dealer migration, tinting machine integration etc.
- Monitor sales performance metrics, analyzed data and generate reports for management review & strategic decision-making.
- Educating and training to team on technical and sales aspects.
- Prepare periodic primary scheme/offer for Trade network to ensure organic growth as well as profits of trade partners.
- Developed activity plans for the pull team to support secondary sales.

Achievements:

- Successfully managed a trade business valued at €4.5 million.
- Effectively implemented integration of – Team, Training, Trade Price list, Trade Primary offers, Annual incentive Scheme, old trade related issue settlement etc. post-acquisition.
- Involved in company acquisition strategic process.
- Conducted accounts receivable (AR) review for 82 newly added dealers, tried & successfully settled many of issues, thus contributed to lesser AR days.
- Established strong relationships with newly acquired dealers, fostering trust and collaboration.
- Successfully aligned team with new way of working.
- Ensured effective interdepartmental coordination and alignment.

Senior Sales Executive - Decorative Sales (Jan 2016 – Mar 2022)

- Responsible for country Trade/retail sales in Oman.
- Identified new business opportunities and market expansion avenues, understanding the market dynamics, working with our channel partners in order to grow their business
- Developed channel partnerships to drive sales growth.
- Provided market intelligence and insights for regional marketing strategies.
- Designed and executed influencer management programs for enhanced Oman market penetration.
- Engaged directly with trade partners, asset owners, consultants, and contractors to strengthen brand positioning.
- Monitored trade health metrics, conducted regular evaluations, and implemented corrective actions when necessary.
- Preparation of account development plan to meet the key objectives with the customers
- Handling of trade partner's sales team – Provided technical and sales training to trade partners' sales teams.
- Review the progress of the business and keep the management updated on the progress made.

Achievement:

- Successfully on boarded 12 new trade dealers in 2021, the highest-ever annual addition.
- Launched the innovative X-Smart tinting machine concept by F&M.
- Recognized as Employee of the Quarter for exceptional performance.
- Selected for Hempel Academy's "Hi 5" Leadership Program & successfully completed.
- Designed and implemented a new dealer price list and annual incentive structure, contributing to significant revenue growth, which is in line with Hempel Oman key objectives (Double Impact) & achieved growth over LY, appreciated regionally by the management.
- Developed and executed high-impact trade offers, ensuring strong return on investment (ROI).

Personal Details

Date of Birth: 16th August 1978

Languages Known: English, Hindi & Marathi

Address: Parijat, Vivekanand Colony, Bistabaug Road, Savedi, Ahmednagar – 414003

Current Address:
Muscat, Sultanate of Oman.

Marital Status: Married

Kansai Nerolac Paints Ltd. (India) – A Subsidiary of Kansai Paints, Japan
Area Sales Executive (Branch Manager) – Jabalpur, Madhya Pradesh (Mar 2015 – Jul 2015)

- Spearheaded branch-level operations and growth strategies.
- Successfully increased branch revenue from ₹1.25 million to ₹1.40 million within three months.
- Planned, designed and executed promotional activities for the trade network.
- Led and motivated the sales team, enhancing productivity and sales performance.
- Streamlined all branch process in line with compliance & company policy, converted into branch growth as well as profitability.
- Transformed the branch into the fastest-growing unit in the region.

Kansai Nerolac Paints Ltd. (Subsidiary of Kansai Paints, Japan),
Territory Sales Supervisor
Territory Sales Officer
Territory Sales Executive
at Ahmednagar, Maharashtra (Jun 2008 – Mar 2015).

- Led market expansion initiatives and executed successful sales strategies.
- Successfully on boarded 44 new trade partners, including 15 competitor outlets.
- Achieved a 20% market share growth over a seven-year period.
- Promoted three times for consistent high performance.

Previous Experience

- **GE Money (GE Countrywide)** – Sr. Officer (Team Leader) (Oct 2005 – May 2008)
- **Swami Sales and Automobiles** – Proprietor (Aug 2002 – Sept 2005)
- **Auto Parts Engineering** – Sales & Service Engineer (Aug 2001 – Jul 2002)