

## **ATUL BENJAMIN**

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**Nagpur (M.S.)**

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### **Career Objective**

To seek opportunity with Organization that will utilize my Management, Supervision, and Administration skills to best for mutual benefit, growth and success.

### **Professional Summary**

Confident and capable sales expert with more than 20 years of experience in professional sales of Capital Equipment's. A manager with the experience and skills necessary to lead a sales team and oversee all customer interactions. Manage individual accounts and build relationships with clients. History of making sales and going on sales trips and perfectly comfortable interacting with potential clients. A candidate who combines a strong attention to detail with a high level of commitment, loyalty, and dedication.

### **Key Skills**

Extensive communication skills, both in sales, interpersonal, and management. -Familiar building relationships, establishing lifelong connections, and encouraging return business. -Intimately familiar with standard marketing techniques and experienced in improving sales of entire sales team. -Developed critical thinking and decision-making skills. Well Versed with developing excellent leadership and delegating responsibilities.

### **Key Achievements**

- Created Market for Eureka Forbes Industrial product range among Industries in Gujarat.
- Successfully headed Frontier JCB to join century club
- Spearheaded in developing the largest account of Caterpillar Equipment's in APD
- Successful in penetrating Terex Equipment's for special application in South Bengal Region
- Re-introduced MAN tippers in mining segments in Chhattisgarh and Vidarbha (M.S.)
- Excellent Dealer handling for CASE Construction in state of Chhattisgarh, Madhya Pradesh, Vidarbha.

### **Responsibilities**

- Business Development of Construction Equipment's, Mining and Semi Mining Tippers Etc.
- Promoting Rental & Used Equipment's
- Sales forecasting
- Maintaining Customer Relation Ship Management Tools
- Financial Management.
- KAM Management
- CSI
- MIS
- Man, Management and Development
- Dealer Development

### **Work Experience**

**CASE NEW HOLLAND CONSTRUCTION EQUIPMENT (I) PVT LTD**  
Senior Manager- Sales

**(From Feb 2017-Present)**

<b>FREELANCE CONSULTANT</b> (Earthmoving & Mining)	<b>(From 12/2015-02/2017)</b>
<b>MAN TRUCKS INDIA PVT LTD</b> Business Manager- Chhattisgarh & Vidarbha	<b>(From 2/2014-11/2015)</b>
<b>TEREX EQUIPMENT PVT LTD</b> Chief Manager- Sales (MP & Eastern UP/South Bengal)	<b>(From 7/2012- 01/2014)</b>
<b>GMMCO LIMITED</b> Product Manager- MBG Sales	<b>(From 5/2006 -07/2012)</b>
<b>FRONTIER COMMERCIAL P. LIMITED/PERFECT INDUSTRIAL AGENICES</b> JCB Dealer-Franchisee Manager	<b>(From 06/2003-05/2006)</b>
<b>CELITE TYRE COPORATION, Baroda (Gujarat)</b> Manager-Marketing	<b>(From 11/2001-05/2003)</b>
<b>YANTRAMAN AUTOMAC PVT. LIMITED, BARODA (GUJARAT)</b> JCB Dealer-Senior Executive, Sales	<b>(From 0 8/1998 -10/2001)</b>

## EDUCATION

- Master of Business Administration (MBA) from Amravati University with specialization in Marketing Management
- Bachelor of Science (B.Sc.) from R.D.V.V University, Jabalpur majoring in Software Development
- Diploma in Mechanical Engineering, Bhopal

**PERSONAL:** Born on 01<sup>st</sup> October 1975, Married,  
Wife Dr. Ritu A Benjamin, PhD (English Lit) Professor with RKC, Raipur,  
Son Mast. Garvit Benjamin (11yrs).  
Parents retired Academicians.

## References:

- 1) **Mr. Pankaj Vijay** , Soft Skill Trainer, +91 7720032363
- 2) **Mr. Amit Ranjan Pal**, Regional Manager-East, Terex Equipment Pvt Ltd , +91 9582394221
- 3) **Mr. Janardhan Nair**, Consultant, +91 9987561299

**(Atul Benjamin)**