

**BINOD THAPA**

Permanent Address: Kritipur ,Kathmandu, Nepal.

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OBJECTIVE

To secure a position where my existing knowledge and skills in the areas of sales and marketing of Products and Services can be utilized by a progressive and innovative company with advancement opportunities.

HIGHLIGHTS OF QUALIFICATIONS

- 6 years' Leadership experience in Sales Department of MAW Group.
- 2 years' experience in Institutional Sales Department of Siprodi Company .
- More than 6 year's work experience in Corporate Sales Department of Golchha Group.
- Master's degree in Business Studies (MBS) 1st Division from Tribhuvan University ,Kirtipur.
- Excellent interpersonal, organizational and communication skills, collaborate well with co-worker and a team .
- Rewarded and awarded with special increment and promotion by Previous Company.
- Possess excellent analytical and problem solving skills .
- Proficient in Microsoft Windows (All Versions), Microsoft Office (Word, Excel, PowerPoint), Email & Internet .
- Good oral and written communications in Nepali, English & Hindi
- Driving license with both two wheeler and four wheeler.

PROFESSIONAL WORK EXPERIENCE

Sales and Marketing Officer

JUNE 2011 – NOV2011

I MOTERS, Kalanki, Kathmandu

Dealer of Cheery Brand Motors (4 Wheeler)

- Visit and meet the prospects customers and generate the enquiries of sales pipeline.
- Briefing features, technical specification of different models of cherry Motors.
- Briefing and convince about Promotional Scheme and financing scheme to the customers.
- Conduct Promotional Activities, test drive camp with seniors and maintain database and follow up regular basis.

Sr. Corporate Sales Officer

2011 DEC - 2018 FEB

Hansraj Hulaschand & Co. Pvt.Ltd (Golchha Group)

Importer and Distributors of Bajaj Brand Motorcycles for Nepal (2 Wheeler)

- Formulate proactive plan and strategies for meeting target for corporate sales.
- Collection of payments, TDS, Retention, establish credit lines, set credit limits and resolve customer issues related to their accounts and eligibility for products and services.
- Prepare necessary agreement documentation for government entity and corporate clients regarding annual agreement sales of Motorcycles. Also agreement with Nepal Police Welfare fund, Army Welfare fund, APF Welfare fund and various paints companies.
- Prepare effective technical and financial proposal (documentation) for the bidding of tenders and quotations for the supply of vehicles in government offices and Corporate Houses.
- Sound knowledge of Bidding Process (E-bid) of government tenders, Quotations, proposals, agreements through PPMO Government portal.
- Good Professional relationship with Government Engineers, Store managers, Procurement Managers of corporate houses, Bank and financial institutions, Insurance companies.
- Prepare necessary documentation of NGO/INGOs, Diplomatic agency's procurement process on Duty free basis.
- Tracking of Nepal Govt Budget expenses, ADB and World Bank's Fund and their investment in new sector.
- Conduct events in corporate houses for the brand Promotion.
- Undertook additional functions as required by Head of Sales and GM.

2018 FEB- 2019 NOV

**Assistant Manager – Institutional Sales Department
Sipradi Earthmovers Pvt.Ltd (Tata Hitachi Heavy Equipment)**

- Prepare proactive plan and strategies for meeting target of institutional sales.
- Motivating and monitoring the sales team for target achievement.
- Manage data of all government entity, organizations and follow up on regular basis for meeting sales target..
- Prepare effective technical and financial proposal (documentation) for the bidding of tenders and quotations for the supply of vehicles in government offices and Constructions companies.
- Sound knowledge of Electronic Bidding process (E-Bid) for Government Tender through PPMO.
- Good Professional relationship with Government Engineers, Store managers, Procurement Managers of Metropolitan, Municipality, Rural Municipality and Constructions Companies.
- Tracking of Nepal Govt Budget, ADB and World Bank's and their investment in new sector.
- Maintaining a healthy and long term relationship with existing customers.
- Analysis of competitor's product, pricing, scheme, dealers' network for strategic decision making.
- Undertook additional functions as required by GM and CEO.

**Sr. Manager – Sales Department
MAW Petro Products Pvt.Ltd (HP Lube/Bitumen Division)**

2019 NOV- Till

- Prepare Annual Business Plan (ABP), Monthly plan and team members aligned with the company's objectives.
- Manage Dealer Development all over the country visiting almost all major cities east to west for Business Development.
- Handled end-to-end dealer onboarding process from prospecting, banking process, contract agreements.
- Manage and analysis of sales pipeline in weekly and monthly and follow up for the same.
- Lead the recruitment, training and development, Motivating and monitoring the sales team.
- Planned Promotional scheme for Dealers and Suppliers.
- Analyzed and consolidated the data of the competitor's product, pricing, scheme, dealers' network for strategic decision making.
- Planned budget for marketing activities like workshop branding, sponsorship, ride events. and distribution coordinating with the marketing team.
- Maintaining a healthy and long term relationship with existing customers.
- Prepare Weekly Collection plan as per aging and timely follow up, discuss with team in regular basis.
- Undertook additional functions as required by ED and MD.

ACHIEVEMENTS

- Awarded with Special increment & Promotion in Hansraj Hulaschand and Company Pvt. Ltd.
- Awarded by “Best Institutional Sales Award 2018” Siprodi Earthmovers Pvt. Ltd.
- Awarded with Special increment & Promotion by MAW Petro Products Pvt. Ltd.

ACADEMIC QUALIFICATION

Master in Business Studies (MBS) <i>Tribhuban University Kirtipur, Kathmandu, Nepal</i>	2009
Bachelor’s in Business Studies <i>Saptagandaki Multiple Campus ,Bharatpur ,Chitwan</i>	2007
Intermediate Level in Management (+2) <i>Madi Campus ,Madi Chitwan</i>	2004
School Leaving Certificate (S.L.C) <i>Shree Madi Secondary School ,Madi ,Chitwan</i>	2002

The Above information correctly describes me, my qualification and my experiences to the best of my knowledge.