



## SAURABH GERA

### Area Sales Manager

Inspiring manager with extensive experience in different product industries and 7+ years of experience in leadership roles. Skilled at decreasing downtime and spending while increasing sales and customer satisfaction. Organized and dedicated to streamlining procedures.

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## Experience

Feb 2023 - Present

### BUSINESS MANAGER

INDIAMART INTERMESH LTD. (HARYANA)

- Managing a team of 10-20 individuals
- Accurately plan, forecast, and achieve fortnightly, and monthly client retention and revenue targets from the assigned set of clients.
- Build and manage productive, professional relationships with clients.
- Hire, Train, and Retain your team.
- Formulate their developmental plan and ensure fulfillment of their training needs.

Oct 2021 - Feb 2023

### Territory Sales Manager

Cars24 Service Pvt. Ltd (New Delhi)

- Average Monthly Turnover - 8 Cr
- Successfully handled business and team of different territories - Punjab, Rajasthan, Haryana & Delhi
- Measure and report sales metrics, monitor actuals to plan, responsible for hiring, training, and monitoring the team.
- Handling Pan India's Biggest Yard Metro Walk, Rohini .
- Ever Highest Cars sold in October Month - 241 Pan India
- Handling Customer Grievances.

Dec 2018 - Oct 2021

### Assistant Manager

Godfrey Phillips India (New Delhi)

Sales Turnover of around 15Cr per month

- Successful launch and repeat business from three key brands at present i.e., Stellar Slims, Marlboro Fine Touch, Marlboro Compact
- Highest Contributor for Stellar Brand Franchise in Delhi Region
- Team Size- 4 WD Units, 8 Team Leaders, & 24 Sales Executives
- Market Size- 3000 retailers and 45 Wholesalers
- Merchandising & Brand Promotions
- Data Analysis and Interpretation, Competition Analysis, Market Share Incremental strategies.
- Achieved trailblazers and believe (Annual Incentives) for the two years in a row.
- Bonus for extraordinary performance during covid period

Promotion from AM1 to AM2.

Jan 2018 - Dec 2018

Territory Sales In-charge

Reckitt Benckiser ( Rajasthan)

- Average Sales Turnover - 70 lakhs per month.
- Distributor, Team Handling & Business Management of various cities like Jaipur, Kota, Ajmer, Bhilwara, Sikar, Jodhpur, etc.
- Key Accounts Management - Big Bazar, D-Mart, Reliance Retail, etc.
- New Product Launches like Dettol Handwash, Harpic Pichku, Harpic Bathroom Cleaner, Kohinoor Flavored Condoms and Durex Air, Veet Razor etc.
- Team Size - 15 Sales Executive

Education

PGDM : Marketing and Finance  
Institute of Technology and Science, Ghaziabad

B.COM : Bachelor of Commerce  
Bareilly College, Bareilly

Languages

English  
Advanced

Hindi  
Native

Area of Expertise

Sales Strategy	Stake Holder Management	Leadership	Relationship Building
Channel Sales Management	Market Analysis	Key Client Servicing	Team Management

Achievements

- Ranked as no.1 Business Manager in Pan India for Q3(Oct- Dec'23) in Indiamart.
- Best Rookie Award for Sales Performance in Chandigarh and Ludhiana for Cars24.
- Reward & Recognition for successfully executing the Dealer Pilot Project for GS Vertical in Jaipur for Cars24.
- Internal grade Promotion from AM1 to AM2 in GPI.
- Highest Volume Contributor for Stellar Franchise in Delhi region in GPI- 800m.
- Award from CEO for Best Distribution for a new brand in Delhi Region in GPI. (FOCUS)
- YOY growth of 3% in Reckitt Benckiser