



PROFILE SUMMARY

To be a successful professional in a reputed company, I need to perform day-to-day tasks with diligence, honesty, and fairness and to grow individual skills and knowledge along with the company's growth. In addition, I wish to utilize my knowledge of the specialization i.e., .

PRIYANSHU SONI

AREA SALES MANAGER

Indore, INDIA

6 Years 2 Months of
experience



(+91) 8305742084



sprashu18@gmail.com

WORK EXPERIENCE

Area Sales Manager

Shopkirana E- Trading Pvt LTD

Jan 2024 - Present

achieving them through training and resources

- Develop and implement a robust distribution strategy aligned with the company's growth objectives
- Identify and onboard new distributors specializing
- Expand the company's reach into untapped markets
- Build and maintain strong relationships with existing distributors
- Manage and motivate a team of Demand Generators, Business Development Officers, and Customer Service Managers to achieve targets in demand

• generation, brand promotion, and customer service

Key Responsibilities

- Strategic Planning & Network Expansion, Distributor Management
- , Sales & Revenue Growth, Leadership & Team Development, Market Analysis & Competitor Insights
- Retail Sales, Retail Channel Sales, Channel Sales, Secondary Sales, Channel Distribution, Retail & B2C Sales, Distribution Sales, Competitive Analysis, Distribution

Senior Sales and Marketing Associate

Physics Wallah PVT LTD

20/10/2024

Nov 2022 - Oct 2024

- Develop and maintain relationships with locals, educational institutions, and other potential partners to drive business growth.
- Execute marketing campaigns designed to generate leads and expand the customer base
- Implement and manage offline marketing strategies, including flyers, posters, events, and other local initiatives to promote the

brand and services.

- Identify and connect with schools in the local area to offer educational services, build partnerships, and establish a presence in the community
- Plan and execute promotional campaigns in collaboration with local schools and educational events.
- Develop and implement strategies to drive revenue growth and profitability for the business.

Key Responsibilities

- B2B Sales, B2c Sales, Lead Generation, Offline Marketing, Campaign Organization, Market Research
- Excellent negotiation and communication skills, Strong organizational and time management skills, Highly self- motivated, proactive,
- and goal-oriented.
- Develop and implement strategies to drive revenue growth and profitability for the business
- Consultative Sales, Relationship Building, Needs Assessment, Educational Support

Senior Sales Executive Officer

Dharam pal Sat pal Group

Jan 2019 - Dec 2021

- Identify, onboard, and develop dealers to expand market reach and ensure deeper market penetration.
- Support dealers with necessary resources and training to help them achieve sales target.
- Track product sales growth in volume and value across the assigned territory.
- Analyze sales trends by comparing performance with the previous year and implement targeted strategies to meet or exceed sales goals
- Ensure proper channel placement and seeding of new products in suitable retail networks.
- Monitor dealer performance to ensure alignment with the company's profitability objectives and policies.
- Prepare monthly territory monitoring reports, including insights on competitor activities and market trends.
- Conduct retail audits to identify market potential and develop strategies to outperform competitors. & Buildings

Key Responsibilities

- o Retail & B2C Sales, Channel Sales Channel, Sales Secondary Sales Primary Sales,
- o Distributor Handling & Market Penetration, Retail Sales, Retail Channel Sales, Channel Sales, Secondary Sales, Channel Distribution
- , Retail & B2C Sales, Distribution Sales, Competitive Analysis, Distribution

Senior Sales Executive Officer

Identify, onboard, and develop dealers to expand market reach

- and ensure deeper market penetration.
- Support dealers with necessary resources and training to help them achieve sales target.
 - Track product sales growth in volume and value across the assigned territory.
 - Analyze sales trends by comparing performance with the previous year and implement targeted strategies to meet or exceed sales goals
 - Ensure proper channel placement and seeding of new products in suitable retail networks.
 - Building materials sales and channel development
 - Develop channels with dealers and architects, negotiate with partners, and track sales performance.
 - Coordinate with team, Track sales performance
 - Conduct retail audits to identify market potential and develop strategies to outperform competitors. & Buildings

Key Responsibilities

- o Retail & B2b Sales, Channel Sales Channel, Sales Secondary Sales Primary Sales,
- o Distributor Handling &Market Penetration, Raw Material Sales, Channel Sales, Secondary Sales, Building Materials Dealer Sales, Retail Channel ,Sales Channel ,SalesB2B, Sales Territory Sales Management ,Channel Sales Management, Dealer Network ,Building Material (Ceramic)

KEY SKILLS

- Marketing
- Sales
- Business Development
- Brand Management
- Area Sales Management
- Team Management
- Direct Sales
- B2B Sales
- B2B / B2C
- Partnership Management
- partnership solution
- Strong Communication Skills

EDUCATION

2020	MBA/PGDM - Marketing Sage university indore Grade - 70%
2018	B.Sc - Computers BSC Grade - 69%
2013	12th National Open School, Hindi Marks - 60-64.9%

- Sales Marketing Business Growth Team handle Competit
- Problem Solving
- Lead Generation
- Sales and Marketing
- Microsoft Office Suite
- Network/ Market developmen
- Channel performance monitoring
- Team Handling
- Channel Sales
- Territory Sales Management
- New Business Acquisition
- Channel Sales Management
- Achieving Sales Turnover
- Brand Management
- Marketing Communication Planning
- AtI Btl
- Team Leadership & Collaboration
- Area Sales Management
- Growth Strategy
- Stakeholder Management
- Strategic Marketing Planning
- Building Material (Ceramic)

CERTIFICATION

- Marketing and Business strategy
- Marketing Analytics pricing strategies and price analytics

LANGUAGES

ENGLISH
Hindi

2010

10th
Madhya Pradesh, Hindi
Marks - 60-64.9%

SOCIAL LINKS

<https://www.linkedin.com/in/priyanshu-soni-357781167>