**SAHIL CHHABRA M**ob**:** +91-9914614888

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# EXECUTIVE DIGEST

* An accomplished & astuteprofessional with 2 years and 4 months of rich experience in Channel Sales, Distribution / Dealer Management, Project Sales, Inventory Management, Sales Promotion & Team Management**.** Currently associated with **Kansai Nerolac Paints Ltd**. as **Territory Sales Supervisor - Retail.**
* Ability to develop sales potential in new market areas and manage expectations of customer and company to achieve business goals.
* A change agent & turnaround catalyst with proven track record of utilizing a process-oriented approach towards the accomplishment of cost, profit, service and business objectives.

# CAREER CONTOUR

**Organisation: Kansai Nerolac Paints Ltd.**

**Duration: Since May’13**

**Designation: Territory Sales Supervisor - Retail**

**Kansai Nerolac Paints Ltd.**

* Worked At Kansai Nerolac Paints Ltd. located in **Ludhiana Branch** since may 2013.
* **Looking after dealer networks and Key accounts in retail sales arm of the company in Ludhiana Local, Punjab.**
* **The Assignment involves, but may not be limited to:**
* \* New Client Acquisition. Mapping Client organization and work structure.
* \* Anticipating and identifying Client needs through analysis of their Business operations.
* \* Proactive business development and sale of custom designed solutions to Clients.
* \* Generation of estimates and obtaining of budgetary approvals from Clients.
* \* Processing of POs, advances and agreements.
* \* Close interaction with design, planning, project management and execution teams to review delivery of services.
* \* Constant monitoring of delivery mechanism and initiation of recovery procedures where necessary.
* \* Collection and Sign Off management.
* \* Overall relationship management with the Client account.

**Customer Management**

* Identifying and networking with financially strong and reliable dealers, resulting in deeper market penetration and reach.
* Evaluating performance & monitoring marketing activities.
* Monitoring dealers’ sales and marketing activities; implementing effective strategies to maximize sales and accomplishment of targets.
* Enabling business growth by developing and managing a network of Channel Partners across assigned territories.
* Identifying Key Accounts and ensuring proper servicing to them in terms of material requirements and post sales services.

**Sales and Marketing**

* Managing the sales operations and accountable for increasing sales growth.
* Conducting competitor analysis by keeping a close view of market trends to achieve metrics.
* Developing and implementing Marketing Plans with focus on planning for Advertisements, and other Promotional activities.
* Ensuring effective Merchandising and Display to enhance product visibility and drive volumes.

**Business Development**

* Exploring business potential & opportunities to secure profitable business volumes.
* Implementing company policies with transparency and keeping in mind the company values.

**Promotions Management**

* Coordinating the in-store promotional activities for new releases & special products.
* Building brand focus in conjunction with operational requirements; utilizing market feedback & personal network to develop marketing intelligence for positioning the product.

**Account Management**.

* Controlling the debtors’ management and realisation of payment within due dates to increase and maintain profit-strategy of the company.

**Past Experience-**

**Lewis Berger Paints India Ltd.**

**Duration: May`12 To May`13**

**Designation: Sales Officer – Retail**

**Location: Laxmi Nagar, New Delhi**

**Notable Attainments**

* Was selected as Sales Officer Trainee(SOT) by Mr.Abhijit Roy(M.D. – Lewis Berger Paints Ltd. through campus recruitment.
* “Professional Effectiveness Program” conducted by Lewis Berger Paints for the year 2012-13.
* Received Certificate of Achievement from VP- Sales & Marketing for Exceptional Job Performace 2013 with KNPL.
* Successful completion of “Product training” organized by Lewis Berger Paints. At Kolkata.
* Successful completion of “Dealer Management Program” organized by Kansai Nerolac Paints Ltd.
* Regional winner of “Impression Display League” in year 2013.

# EXTRA MURAL ENGAGEMENTS

* Won 2nd prize in Fashion show and 3rd in dance at College Fest
* Won 2nd prize in Fashion Show at IIT Roorkee (Inter college fest)

# ACADEMIC PURSUITS

**MBA(Marketing) PCTE, Ludhiana** **2010-2012**

**B.B.A G.G.N.I.M.T, Ludhiana 2007-2010**

**Intermediate St. Thomas Sen. Sec School 2007**

**High School Alpine International Sr Sec School 2005**

# IT SKILLS

Well versed with Windows XP, MS Office (Word, Power Point & Excel), SQL, VB and Internet Applications.