

namangoyal.1987@gmail.com



Ahmedabad, IN



https://www.linkedin.com/in/naman-goyal-0a056040

Area Sales Manager

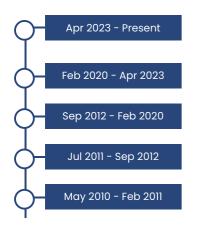
NAMAN GOYAL

Motivated Area Sales Manager seeking to leverage a decade's worth of extensive experience to improve sales performance. I offer strong leadership skills, a deep understanding of Distributor networks, and a proven track record in planning and executing sales strategies. My aim is to apply my expertise in marketing, sales, and team handling toward driving the growth of an innovative, fast-paced company.

Professional Summary

- Held leadership roles in sales and marketing, with over 14 years of experience, including at major corporations like ITC Ltd, TATA Consumer and Aditya Birla Group
- Proven ability to formulate strategic plans, drive team performance, manage distributor networks, and handle client relations effectively
- · Experience in launching new products, achieving sales targets, expanding marketing reach, and managing stock levels
- Recognized for excellent forecasting, trade marketing, and sales capability
- Successfully handled distributor issues, ensuring high ROI and verdict claims
- Led teams in multitasking environments, coaching, and motivating to achieve
- Known for cost-effective operations and execution of planned strategies at market
- Efficient in volume driving and growth management in designated territories

Career Timeline



Manager-Sales

Grasim Industries, Birla Opus Paints (Flagship of Aditya Birla Group)

Sr. Area Sales Manager

TATA CONSUMER PRODUCTS Ltd.

Area Manager & Area Executive

Sr. Sales Officer

Godrej Consumer Products Limited

Sales Officer

Parle Products Pvt Ltd.

Work Experience

Apr 2023 - Present

Manager-Sales

Grasim Industries, Birla Opus Paints (Flagship of Aditya Birla Group)

Responsibilities:

As a sales manager, I was in charge of formulating plans and setting policies for the Gujarat territory including dynamic trade systems expansion and franchisee model adoption.

Workdone:

- Carried out dealer validation and contractor validation
- Handled team management responsibilities
- Formulated plans and strategies for Gujarat on RTM, pre-launch market read and understanding for paint launch
- · Promoted franchisee model penetration to dealer
- **Expanded DTS penetration**

Soft Skills

Communication | Problem Solving

Leadership Teamwork

Technical Skills

Microsoft Office Suite **CRM Tools**



Core Competencies

- · Sales & Marketing Strategy
- Team Leadership
- **Product Launching**
- Market Research

Certifications

• 2021 - Internal Sales Management **Function**

Education

MBA

Jaipuria Institute of Management, Lucknow Jul 2008 - May 2010

 B.Comm St. John's College Jul 2005 - May 2008

Languages

English Hindi

Hobbies

Traveling

Reading sales and marketing books

Networking

Achievements

- · Successfully maintained low OOS by managing stock levels at distributor and CFA levels
- Increased reach in rural geography, resulting in business expansion under Tata Consumer Products Ltd.

Sr. Area Sales Manager

TATA CONSUMER PRODUCTS Ltd.

Responsibilities:

As an Area Manager at TATA, my main responsibilities included maximizing achievements, strategizing and actualizing plans for improved productivity dimension Wise, along with distributor management.

Workdone:

- · Anchored achievement of volume and value targets by Month, QTR &Year
- Led the planning and forecasting DB Wise, Brand Wise & SKU Wise
- · Strengthened the distribution network and managed the distributor's productivity
- Ensured targeted distribution and display in area as per plan
- · Expanding reach into rural areas and planned to appoint more SS after geographical analysis
- Handled distributor issues with regards to claims and ROI
- Managed stock levels and ensured low out of stock rates
- Executed trade marketing and sales capability initiatives through field force

Sep 2012 - Feb 2020

Area Manager & Area Executive

ITC Ltd.

Responsibilities:

During my career at ITC, I held two roles, Area Manager and Area Executive. Focused on employee alignment, distributor management, and strategic planning for ensuring market presence and distributions.

Workdone:

- Oversaw cost effectiveness at distributor levels
- · Motivated distributor team and guided in route operations
- Ensured market level execution of planned strategies
- · Handled distributor issues with claims and ROI
- · Aligned team of area executives for multitasking
- · Managed primary and secondary sales, ensured the product supply across the territory
- Estimated product demand SKU Wise with geographical knowledge and market capabilities
- Sourced and appointed distributors when required
- Recognized selling opportunities and identified new outlets and accounts

Jul 2011 - Sep 2012

Sr. Sales Officer

Godrej Consumer Products Limited

Workdone:

- Generation of Primary & Secondary Sales.
- To Ensure Effective Coverage in the Assigned Area.

May 2010 - Feb 2011

Sales Officer

Parle Products Pvt Ltd.

Workdone:

• Responsible for Primary and Secondary Sales.

Projects

Roll-Out Project at Grasim Industries

- Team Handling
- Franchisee Model Penetration to Dealer
- Dealer Validation & Contractor Validation
- Formulating sales strategy