

NARENDRA PRASAD MISHRA

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SENIOR SALES, MARKETING & CHANNEL MANAGEMENT PROFESSIONAL

Professional experience of 18+ years in Direct Sales, Channel Management and High-value Product Management.

Development of distributor/ dealer, for representing the company in terms of Sales & Service.

Rich experience of expanding business to Govt., Corporate, Educational Segments, and Commercial & Photo Printing Industry.

Develop the market of Gujarat, Rajasthan, Madhya Pradesh, Chhattisgarh, Odisha & Vidharbha through Direct & Channel Sales.

The Products Handles are Digital Copier / Color Multifunction, Production Machines, Wide Format Printers

Fax, Projectors, EPABX/IPPBX, Inkjet & Digital Print Media

Associate with major brands like Panasonic, Konica Minolta, HCL, Ricoh, Sharp & Technova.

Core Expertise

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|----------------------|--------------------------------------|--------------------------------|
| -Channel Sales | - Direct Sales | - Promotion / Branding- |
| - Business Growth | - Business Development | - Team Management |
| - New Product Launch | - Strategy for Sales & Distribution- | - High Value Printing Machines |

Business Skills

- ◆ Develop business in Gujarat, Rajasthan, MP, CG, Odisha, & Vidharbha through Direct & Channel Sales.
- ◆ Driving the sales of High Value Machines in the assigned region.
- ◆ Formulating strategies & reaching out to the unexplored market segments for business expansion; analyzing latest marketing trends and tracking competitors' activities and providing valuable inputs for fine tuning marketing strategies.
- ◆ Developing Channel Network through financially strong and reliable channel partners, resulting in deeper market penetration and improved market share; devising Business Plan for Channel Partners, CFAs, Forwarding Agents & Dealers; monitoring the performance of Channel Partners and plugging in gaps for optimization of performance levels.
- ◆ Mapping client's requirements & providing best products to suit their requirements backed up by prompt after sales service; building and maintaining healthy business relations with major clients.
- ◆ Planning & executing new product launches; driving sales promotion activities such as Road shows, seminars & training.

Experience Chronology

At present working at Technova imaging systems P. Ltd. - DPM Division as a Manager – Territory Sales (MP, CG & Rajasthan) from Dec.2016 to till present

Significant Contributions :

- ◆ Responsible for developing business in MP, CG & Rajasthan.
- ◆ Support to exist partners for growth & appoint new partners in across region product wise.
- ◆ Product knowledge sharing, sales support, relationship building support to the sales team of the partner
- ◆ Introduce new products in the market.

Earlier worked with Sharp Business Systems I Pvt. Ltd. As a Manager Channel Support - MP from June 2016 to Nov.2016

Significant Contributions :

- ◆ Responsible for developing business for Digital Photocopier & Professional display.
- ◆ Identify potential Partners in across MP & Support them.
- ◆ Direct Involve in Bulk cases & high value orders.
- ◆ Launch & Promote our products in the market.

Earlier worked with Ricoh India Ltd. As a Business Development Manager – MP for Production Printing Division from Aug. 2015 to May 2016

Significant Contributions :

- ◆ Responsible for developing business for Production Printing division in MP.
- ◆ Dealing with digital B/w. & Colour Production Machine, wide format Printers.
- ◆ Conduct road show & participate in Exhibition for promote our products.

Earlier Worked with Technova imaging systems P. Ltd. - DPM Division as a Manager – Territory Sales (Gujarat, Rajasthan, MP, CG & Vidharbha) from June .2013 to Aug.2015

Growth Path :

- ◆ June 2013 – June 2014 Territory sales Manager – GUJARAT, MP & CG
- ◆ July 2014- Aug. 2015 Manager Sales – GUJARAT, MP, CG, VIDHARBHA & RAJASHTHAN

Achievement : Awarded for Best Performer of the Year in 2015

Significant Contributions :

- ◆ Responsible for developing business in Gujarat, Rajasthan, MP, CG & Nagpur.
- ◆ Support to exist partners for growth & Appoint new partners in across region.
- ◆ Product knowledge sharing, sales support, relationship building support to the sales team of the partner
- ◆ Introduce new products in the market.

Earlier worked with HCL Infosystem Ltd. as a Sr. Sales executive- MP for Production Printing Division & OA division from Dec.2009 to June2010

Significant Contributions :

- ◆ Responsible for developing business for Production Printing division in MP.
- ◆ Dealing with digital B/w. & Colour Production Machine, wide format Printers.
- ◆ Conduct road show & participate in Exhibition for promote our products.

Earlier worked with KMI Business Technologies P. Ltd. as Business Development Manager- (Gujarat, MP, CG & Odisha) from Sept.2008 to Nov.2009 & July 2010 to Jan.2013

Growth Path :

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|-------------------------|--|
| ◆ Sept.2008- Nov.2009 | Business Development Manager- GUJARAT & MP |
| ◆ July 2010-Nov.2011 | Business Development Manager - MP |
| ◆ Dec. 2011- March 2012 | Business Development Manager – MP & CG |
| ◆ April 2012- Jan.2013 | Business Development Manager - CG & ODISHA |

Significant Contributions

- Responsible for top line and the bottom line in various High value business deals. Also Responsible for B/w. & Color Office Multifunctional machines.
- Developed & maintained strong relations with bigger Jobbers; liaised with Higher Officials of Dept. for introducing new products & convinced them to use the same. Directing and supporting channel partners.
- Achievement of business targets, from time to time. And was also responsible support for the successful launch of new Products in the Market, from time to time by Road shows & seminars.
- Holds the distinction of driving complete sales of Konica Minolta Color and Production Machines.

Achievements:

- ◆ Develop the market of Gujarat, Madhya Pradesh, Chattisgarh & Odisha through Channels & direct sales first time for company.
- ◆ Sold KMI's First Highest cpm B/w. Production Machine in India. Sold Max. Nos. of office Color & Production Machines in my regions.
- ◆ Participate in all major exhibitions in india for demonstrate our products.
- ◆ Registered our company in MPLUN Rate contracts for supply our products in Govt. segments.

Earlier worked with Casyon Multi Electronics Pvt. Ltd., Bhopal (Distributor of Panasonic India Pvt. Ltd. for M.P. & C.G.) from Feb.2003 to Aug.2008

Growth Path

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|-----------------|-------------------------------------|
| Feb'03 – Mar'04 | Executive - Customer Support |
| Apr'04 – Mar'05 | Senior Service Engineer |
| Apr'05 – Jun'06 | Assistant Manager- Customer Support |
| Jul'06 – Aug'08 | Assistant Manger- Sales |

Achievements : Awarded for best Performer of the year in 2008 & selected for Thailand trip.

Significant Contributions

- ◆ Handled complete Direct Sales and Distribution of Digital Photocopiers, LCD Projectors, IP-PBX, Fax Machines and AIO.
- ◆ Managed complete repair & maintenance of Digital Copiers, Fax Machines, EPABX and IP-PBX System.
- ◆ Ensured the attainment of service target for Consumables; also managed AMCs.
- ◆ **Sold 1st Panasonic Highest Speed Copier DP8060/8045/8030 in M.P.**

Academic Credentials

- ◆ **MBA (Marketing)** from Sikkim Manipal University with B Grade in 2010.
- ◆ **PGDCA** from Makhnallal University, Bhopal with 59% marks in 2006.
- ◆ **B.Sc. (PCM)** from Barkatullah University, Bhopal with 61% marks in 2001.
- ◆ **I.T.I.** from Gas Rahat ITI, Bhopal with 70% marks in 2000.

Apprenticeships

- ◆ Completed Apprentice Training at Bharat Heavy Electricals Limited, Bhopal with 84% marks during Oct'00 – Jul'01.
- ◆ Completed Training in Regional Science Center (N.C.S.M.), Shyamla Hills, Bhopal during Nov'01 – Dec'02.
 - Conducted Science Exhibition in schools of Rural Areas of M.P.
 - Conducting Sky Observation by Telescope to masses.
 - Organized Teacher's Training Program.
 - Demonstrate the Science Exhibit to students.

Trainings Attended

- ◆ Sales Training on Color Copiers New Software from Konica Minolta Australia & CRIO Australia at Mumbai in Aug'09.
- ◆ Sales & Service Training on Color Copiers by KMI in Mumbai in Dec'08.
- ◆ Sales & Service Training on Digital Copiers, AIO & IP-PBX Systems by Panasonic India Ltd. & Panasonic Asia Pacific Pte. Ltd. at Bhopal in Sep'06.
- ◆ Participate in all major exhibition of India for printing segments.

Personal Details

Date of Birth : 23rd April 1981

Current Address : LIG-06, Regal Kalash, Nr. Krishna Mandir, Khajurikala road, Piplani, Bhopal -462022

Marital status : Married

Hobbies : Reading, Badminton, Chess, Cricket, visit to new places, Listen music & watching movies.