

NAMAN GOYAL

Area Sales Manager

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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 targets
- Known for cost-effective operations and execution of planned strategies at market level
- Efficient in volume driving and growth management in designated territories

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.

Career Timeline



Work Experience



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