

NITISH CHHABRA

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STATEMENT OF PURPOSE

I want to build my career in an organization wherein I can leverage my knowledge and experience for the growth of the company as well as my potential.

ACADEMIC RECORD

Post-Graduation:

MBA (Marketing) from Mahatma Gandhi University in the year 2014.

Diploma in Business Management:

Have Done Diploma in Business management from ICFAI University in May 2009

Graduation

Graduation (B. Com) from Gujarat Commerce College, Gujarat University in 2007.

WORK EXPERIENCE:

1. DEV INFORMATION TECHNOLOGY LTD (June 2022 to Till Date)

Position: (Zonal Manager)

- Managing Gujarat state and Mumbai with team handling.
- Primarily responsible for Dev IT's Talligence Product Sales and Support by creating and nominating Channel Partners and Retail Sales Partner at personal level and with help of dedicated sales executives
- The candidate will be responsible for significant sales quota and will need to be high performing Generate leads, cultivate, and close deals independently sell Talligence along Distributor, Channel Partner and Retail Partner created by Sales Manager
- Meet existing clients and generate additional business quickly.

**2. MARG ERP LTD
(Dec-19 till May 2022)**

Position: (Zonal Manager)

- Managing Gujarat state and Mumbai with team handling.
- Able to take department objectives and break those down into employee specific activities and deliverables.
- Achieves zonal sales operational objectives by contributing zonal sales information and recommendations to strategic plans and reviews, preparing, and completing action.
- Meets zonal sales financial objectives by forecasting requirements; preparing an annual budget; scheduling expenditures; analyzing variances; initiating corrective actions.
- Maintains and expands customer base by counseling district sales representatives; building and maintaining rapport with key customers; identifying new customer opportunities.
- Recommends product lines by identifying new product opportunities, and/or product, packaging, and service changes; surveying consumer needs and trends; tracking competitors.
- Implements trade promotions by publishing, tracking, and evaluating trade spending.
- Updates job knowledge by participating in educational opportunities; reading professional publications; maintaining personal networks.

**3. Visual Info soft Pvt Ltd.
(Nov-18 to Dec-19)**

Position: (Business Development Manager)

- Selling Software via Channel Partners and Online.
- Retail & Healthcare Solutions.
- Weekly, Monthly and Quarterly Sales forecasting and planning for given territory.
- Daily, Weekly & ad-hock reports on partner database, sales, and sales forecast etc.
- Representing company at regional trade shows and meets.
- Explore new market areas for sales development.
- Studying software security products and market and providing feedback.

**4. Kestone IMS Pvt Ltd (Tally Solutions Pvt Ltd)
(March-17 to Aug-2018)**

Position: (Business Development Executive)

- Responsible for primary and secondary sales for Ahmedabad and North Gujarat.
- Responsible for retail and channel sales development.
- Achieve Monthly/Quarterly/Yearly Targets.
- Monitoring competitor s activities closely and giving feedback to superiors.

**5. Quick Heal Technologies Ltd.
(September-11 to Feb-17)**

Position: (Associate Manager)

- Responsible for Primary and secondary sales of Quick Heal mobile security for Gujarat.
- Appointment and Manage the Distributors and stockiest.
- Responsible for retail and channel sales development.
- Handling team of BDO and Promoters and help them to achieve their targets.
- Handling customer complaints and giving feedback to core support team.
- Coordinating with marketing team for BTL activities and branding.

**6. Magicon Impex Pvt Ltd.
(May-10 to August -11)**

Position:(Area Sales Manager)

- Handling 6 Distributors and their team
- Was responsible for primary & secondary sales for Magicon Mobiles in Saurashtra & Kutch-Bhuj (Distributors to dealers).
- Guide Retail Sales Officers (RSO) and make them achieve their monthly & yearly target.
- Roll-out Company Scheme among the distributors.
- Appointing new dealers and maintaining relationships with them.

**7. Karbonn Mobiles (Jaina Marketing Pvt Ltd.)
(October-09 TO May-10)**

Position:(Retail Sales Officer)

- Responsible for primary & secondary sales for Bhavnagar & Surendranagar.
- Appointing of distributors, micro distributors.
- Appointing new dealers and maintaining relationships with them.

PERSONAL DETAILS:

Date of Birth: 23rd August 1986

Language Known: English, Hindi, Gujarati

Nationality: Indian

Marital Status: Married

ADDRESS:

H-403, Rajipa Greenland, Aanjana Cross Road,
New Nikol,
Ahmedabad.

Yours sincerely,