

SARVESH SHELOT

LinkedIn ID: <https://in.linkedin.com/in/sarvesh-shelot-50447636>

Contact No: +91 9909922488, +91 9174400589; Email: meetsarvesh@hotmail.com

Seeking Senior level assignments in the field of Retail and Channel Sales Leader with a growth oriented reputed organization

Executive Summary

Result oriented Professional with **over 19+ years** of experience in **Retail and Channel Sales** in the **FMCG, Consumer Goods, Lifestyle, Luxury and Fashion** Industry. Currently working with **Waves Design, Ahmedabad, India as Business Head**. Previously worked with **VIP Industries Limited, Titan Company Limited, Nestle India Limited, Fulford India Limited and ACC Cement Limited**. Interact easily with people of diverse backgrounds, cultures, and professional levels. Excellent understanding and ability to accommodate individual learning styles.

Areas of Expertise

Strategic Planning	Retail and Channel Sales	Sales and Marketing
New Business Development	General Administration	Profit and Loss Management
Operations Management	Performance Management	Budget and Forecasting
Market Research and Data Analytics	Risk Management	Team Management
MIS and Reports	Key Account Management	Data Analytics

Academic Credentials and IT Skills

- Advance Program in Strategic Management for Business Excellence, Indian Institute of Management (IIM), Lucknow, India, 2021.
- Masters of Business Administration in Marketing (MBA), TASMACH Institute (Affiliated to CSM IGS Canada), Autonomous College, Pune, India, 2001.
- Bachelor of Science, Rani Durgavati University, Jabalpur, Madhya Pradesh, India, 1999.
- Proficient in Microsoft Office, SAP, CRM, ERP and Internet Applications.

Core Competencies

- Expertise in executing and planning business development strategies and activities with management driving sustainable growth, providing training to company's associates with ability to lead business along with managerial team.
- Proficient in Market research and identifying new opportunities and tracking them; provide corrective measures and formulate strategies and various policies for business growth and generate revenue.
- Splendid Team manager, ensured growth of top and bottom line; controlling cost along with achieving revenue targets.
- Develops and implement client's strategy; identify and determine creative solutions to improve a business.
- Highly revenue enhancement focused by increasing width and depth knowledge of Retails Sales, Distribution and Channel Sales, Operational Excellence, Corporate strategy and development specialist; characterized as a visionary, and strategist and consistent record of delivering results in business profitability, revenue and operational performance.
- Consistently deliver Mission critical results; driven by a visceral "hard wired" need to strategize and innovate.
- Strong orientations in operations; participating in high level operational initiatives, including process reengineering, turnaround management and reorganization.

Experience

Since November 2021: Wave Design, Ahmedabad, India as Business Head reporting to CEO

Team Size: 20

Role:

- Setting up Business Model in the Interior Designing Field and assigning brand management activities to the team.
- Formulating business plan and developing innovative business plans and solution for lead generation.
- Enhancing business growth by identifying, engaging and converting prospects markets and customers.
- Develop Marketing strategies and campaign to increase traffic in our website; set up franchise model and sales team.
- Negotiating with several manufacturers and finalizing their agreements ensuring quality standards.

Attainments:

- Developed business strategy and sales plans improved the brand equity and vendor partnership.
- Grew sales and profits, applying proactive management strategies.
- Building start-up concept in the field of consumer goods & Interior designing field
- Set-up brand partnership & operations management

September 2020 – October 2021: Entrepreneur–Freelance, Vadodara, India, Sales and Business Development Specialists

Team Size: Individual Contributor

Role:

- Recognize prospective clients and lead consultation on Channel and Retail sales Project; enhanced Business growth by identifying, engaging and converting prospects into customers.
- Developed and organize distribution and franchisee, channel sales structure; creating sales protocols and procedures designed to increase conversion rates and improve incoming sales interactions.
- Orchestrated BTL activity for Brand recall; maintain and train new employees on company processes, product knowledge, customer service and selling techniques.
- improved profitability and clientele by leveraging multiple sales strategies and distribution channels.

Attainments:

- Amplified revenue sales 2x times through effective sales leadership, business strategies and corrective measures.
- Strategies Business direction to add value to company's mission and enhanced team productivity.

June 2016 – June 2020: VIP Industries Limited, Mumbai, India as Regional Manager Sales West and South reporting to Channel Head and dotted line reporting to Head of Sales

Growth Path:

April 2019 – June 2020	Regional Manager Sales West and South
June 2016 – March 2019	Regional Manager Sales West

Team Size: 55+

Role:

- Evolved in Business strategies and accountable 200+ Crore top turnover from Multi Brand Distribution and Retail Outlets.
- Closely reviewed and analyzed branding and marketing initiatives and improved the Top line.
- Led and mentor team members and improved their performance for effective business growth and company initiatives.
- Consistently achieved set targets including sales, revenue, product mix, and consumable sales.
- Initiated Customizing strategies as per geographical locations and customer requirements; utilized modern techniques and tools to enhance development, expansion, and diversification too ensure year on year business growth.
- Cost optimization; evaluated company costs against and set structures to achieve profit targets.

Attainments:

- Successfully double up the business revenue within period of three years.
- Played a pivotal role in growing the 2nd biggest Distributor Network with a pace of 22% and 20% in 2017-2019.
- Efficaciously build country's biggest MBO presence in Western and Southern India and gain Market share of Distribution's, MBO's and EBO's channel.
- Bestowed with the Best Regional Manager Award quarterly and Annually during the tenure.
- Won Best Region Awards for West and Gujarat Branch ranked top branch nationally.

April 2006 – June 2016: Titan Company Limited, Gujarat, India as Area Business Manager Watches and Accessory Division reporting to Regional Sales Manager and National Sales Manager

Growth Path:

April 2013 – June 2016	Area Business Manager Watches and Accessory Division, Gujarat
April 2011 – March 2013	Area Sales Manager Fastrack and Accessory Division, Gujarat and MP
June 2009 – March 2011	Area Sales Executive Fastrack and New Brand Division, Gujarat
April 2006 – May 2009	Senior Sales Officer Fastrack and New Brand Division, MP

Team Size: 15

Role:

- Spearheading the entire sales function, CRM and promotion; categorizing and facilitate Distributions and Retail business growth for COCO, FOFO and COFO.
- Managed 50 Retail Store, 6 distributors, 9 MBO and over 750 retailers; implemented TOC for all Channel.
- Direct brand management and managing BTL, Schemes and promotion activities for the region and exceeded targets thru building and directing sales team.
- Established initial sales roadmaps and market strategies to promote successful product launches.
- Increased profit margins by effectively controlling budget and overhead and optimizing product turns.
- Applied SIS and model store concepts and strategies; engaged new business opportunities and retain existing accounts.

Attainments:

- Successfully increased sales revenue from 50 crores to 89 Crores in 2016.
- Instrumental in developing exclusive Retail Store, Franchisee network Pool, Model Store, SIS stores and Distribution business for Watches, Sunglasses, and Accessories brand.
- Accredited to successfully built distribution business model for Fastrack brand in Madhya Pradesh from scratch in 2006 to 7 Crores in 2009.
- Instrumental in upscale and leverage retail business of Fastrack Brand from 1 Crore in 2009 to 5 Crore in 2011.
- Orchestrated and launch 9 Fastrack Exclusive stores, operationalize more than 40 World of Titan store and Key Model Store as a profitable composition for company.
- Bestowed with the Hall of Fame and Man of Series Awards in career.
- Consolidated and grownup distribution business 2x time with market expansion strategy post BU merger
- Instrumental in implementing customized TOC for Biggest MBOs in Gujarat, acclaimed first in India.

Sep 2003 – March 2006: Nestle India Limited, Pune, India as Sales Officer Pune and UPC Maharashtra reporting to Area Sales Manager

Team Size: 20

Role:

- Accountable for customer management and launched baby nutrition food and culinary product in the assigned territory.
- Strengthening Distribution Network by increasing market share and Key Stakeholder management.
- Built and Managing the operations of departmental Stores; maintaining accurate sales record, scheduled customer appointments and complaints.
- Identified and Appointed New Distributors and Key account and improve business growth and profitability.
- Forecasted sales and established processes to achieve sales objectives and related metrics.
- Enhanced sales operations thru development of new sales strategies, cold calling techniques and customer follow-up.
- Achieved dramatic sales increase by skillfully managing relationships and proactive sales approaches.

Attainments:

- Achievement and ensure territory targets and business growth.
- Instrumental in Rural Market Development Program in Nestle to improve the visibility and market depth.
- Ranked Top Baby food selling zone in the Western region.

Previous Experience

October 2001 – August 2003: Fulford India Limited, Pune, India as Product Executive reporting to Area Sales Manager**January 2001 – May 2001: ACC Cement limited, Pune, India as Summer Sales Internship Pune and PCMC reporting to Assistant Sales Manager****Personal Details**

Date of Birth	December 1978
Marital Status	Married
Languages Known	English, Gujarati, Hindi and Marathi
Passport Number	on Request
Current Location	Gujarat, India

I hereby declare that the above furnished information's are true to the best to my knowledge.

SARVESH SHELOT

Date:

Place: