

Sweety Shah

Profile

- Hardworking and a Quick Learner.
- Highly competent communicator skilled in multitasking and effectively communicating with others.
- Bringing forth a proven track record of successfully managing offices, and helping to lead professionals to work toward reaching goals.
- Well-rounded and professional team player .
- Excellent time management skills combined with a superior knowledge of the customer service industry.
- Dedicated Customer Service Representative dedicated to providing quality care for ultimate customer satisfaction.

Education

M.COM, Kanpur University, Kanpur

MARCH 2001 – MARCH 2003

Post Graduate in M.COM

Employment History

Administrator, Tata Aig Life Insurance company , Ahmedabad

JANUARY 2004 – JANUARY 2005

An Administrator - managing the scrutiny of policies and verification of forms

Supervisor, Hindustan Unilever Field , Ahmedabad

MARCH 2006 – JULY 2010

Supervisor

- Served as a direct assistant to Production Supervisor, supporting all aspects of production and office management.

B.A.E (Brand Advisor Executive) , Wipro L.T.D , Ahmedabad

AUGUST 2010 – AUGUST 2015

- As Brand Advisor Executive I handled the entire Gujarat territory.
- Tracking sales target v/s achievement day wise, week wise and month wise of multiple product.
- Analysis of sales report product wise and report that to area Sales Manager.
- Analysis of sales report last year v/s this year and report that to Area Sales Manager.
- Analyzing category sales v/s our product sales to know category grow.

Field Marketer, Hindustan Filed Service Pvt. Ltd, Ahmedabad

MARCH 2015 – APRIL 2023

I am responsible for overall business operation which includes people management, target achievement, field execution in the assigned territory.

1. Deliver Business Objectives:

- Achieve category perfect store targets for assigned area(i.e. Ahmedabad,Kalol,Kadi,Mehsana)

Details

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DATE OF BIRTH

26th September 1980

Skills

Customer Service
Ability to Work in a Team
Leadership
Microsoft Office
Adaptability
Ability to Multitask
Good team player
Good Communication

Languages

English
Hindi

- Ensure manning as per business requirement
- Coordinate with local sales team to resolve market issues
- Market visit as per designed call cycle
- Client handling

2. Store Operations:

- Ensuring plannogram as per set standards
- Ensure store manning on time
- Coordinating with the client for stock availability, visibility, implementation, promotion & proposition
- Competition bench-marking
- Ensuring merchandising and display standards

3. Reporting:

- Data reporting on time
- Ensure data hygiene

4. HHT Management:

- Training mapped associates on the use of HHT
- Escalating HHT related issues
- Ensure use of HHT by the field only for official purpose

5. People Management:

- Ensure PJP adherence of the promoters & merchandisers
- Prepare call cycle of 3P associates and ensuring their daily attendance
- Creating database of potential candidates
- Control the attrition
- Identify reasons for attrition
- Take corrective action and report issues to Field Managers

6. Training & Coaching

- Train all new joiners and existing team members
- Work the market and identify training needs
- Ensure team members are groomed as per said standards
- Coach and mentor promoters on the ways of working

7. Implementation:

- Tracks implementation (promos, new launches) to ensure compliance towards said guidelines
- Understands the product range and ensures the appropriate sales approach is followed according to brand guidelines
- Aligns with FM to drive Market Share.