






ROHANKUMAR SENGAR


- Experience of building and managing B2C teams
 - Strong flexibility and problem-solving skills, with independent ownership and result orientation
 - Ability to multi-task in a fast-paced environment to plan and manage a variety of projects
 - Commercial insight and understanding
 - Ability to thrive in ambiguity and demonstrate creativity and intellectual flexibility in an uncertain and rapidly changing environment
 - Well versed with CRM, MIS, Excel, Focus, Salesforce systems, tableau
- Skilled in leading sales teams to penetrate new markets with the latest products to achieve sales goals.

PERSONAL

 **Name**
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INTERESTS

- Playing sports (football, tennis, etc.)
- Playing chess and solving puzzle
games. Reading and writing

Managerial position in Sales and Marketing wherein education, experience and skills can be efficiently utilized to increase the sales volume and profitability of the firm. Build a strong distribution network for achieving greater market development by fulfilling the following underlying functions:

Leading sales teams to achieve sales objectives.

Identifying potential customers in the market.

Comparing products and their substitutes based on a range of criteria.

Managing the firm's sales budget and costs – Estimating costs involved.

Managing and training a hardworking, results-oriented sales force. Helping with several management functions to



WORK EXPERIENCE

Apr 2021 - Present

Zonal Manager

[CARS24, Ahmedabad](#)

Managing Rs 100 Crore annual business for used car purchases and sales in Gujarat

Drive consistent growth in Inspections, Conversion & Cars bought by improving productivity and efficiency of Retail team

Accomplished onboarding, allocation & strategic alliances with used car channel partners in order to grow sell side (C2B Business)

Team Management of 50 plus on roll employees consisting Retail associates, Retail Managers, Evaluation Engineers, Procurement Associates and Key Account Managers

Aug 2020 - Jan 2021

Business Unit Head

[Extramarks Education, Ahmedabad](#)

Planning costs related capacities, and build close monitoring for all costs structures to have strong controls on the overall P&L

Drive sales team to implement expansion plans on customer acquisition and activation and deliver

Evolving market segmentation & building on customer penetration across all brands and categories

Managing a team of more than 25-30 team members directly and 20 members indirectly consisting of sales managers, sales executives, Schools and Institute operations

Managing right assortment mix to deliver profitability

-Leading a fully-fledged Business Unit in the city of Ahmedabad comprising of Sales Executive/ BDEs/Sr.BDEs/Assistant Manager to deliver top-line revenue

- for the organization.
- Counsel the students and guide them with the right career options. Convert the Walk-ins into admissions
- Conducting Seminars/Workshops in school to meet admission targets
- Responsible for looking after the P&L of the unit and ensuring the unit moves towards a positive contribution margin.
- Hiring new talent to build the sales funnel and controlling attrition at the same time by maintaining a healthy, competitive and positive business eco-system.
- Conducting regular skill-building sessions (SBS) to equip the team with the right skill-set to perform and deliver in the highly difficult and fairly new ed-tech mark
- Well versed with CRM,MIS, Excel,Focus,Sales force systems .

Oct 2019 - Aug 2020

TEAM MANAGER

[Toppr, Ahmedabad](#)

Drive Growth strategy for multiple customer segments for Ahmedabad .

- Design, Implement and evolve the sales function design for Ahmedabad Gandhinagar.
- Hire, Train and develop a high-performance sales team
- Set clear goals, incentive structure, and targets and drive them effectively
- Improve the productivity of the sales team by identifying and filling the current training gaps and performance management systems
- Drive strong customer growth, tonnage per order and retention
- Champion the customers within the organization, Influence stakeholders to deliver real value to customers
- Prepare the sales capability ready for tomorrow

.I was in the Top 3 TM pan India EMM by achieving a 16 lakh revenue in(December) the Second month of joining.
revenue provides the team with a vision and objectives; manage key performance indicators. • Set the monthly, weekly, daily Targets for the team and ensure that the team targets are achieved. • Handling and guiding team of Academic Counselor to achieve monthly sales target. • Maintain the sales report of the team. • Motivating & mentoring team to achieve & exceed targets • Design & develop business models as per the location and market situation. • Conducting weekly reviews for performance & training. • Identifying the areas of improvements & KPI- s • Involve team in calling for negotiation and objection handling as and when required.

Jul 2018 - Jul 2019

Deputy Manager-Gujarat

[Ganeshaspeaks.com, Ahmedabad](#)

Initiated in the year 2003 with a definitive vision, our parent brand GaneshaSpeaks.com is a pioneer in more than one ways. Back then, E-commerce space was yet in its infancy, and the examples to follow were far and few.
The aim and vision of the company, however, was set from the day one – to streamline a scattered, directionless astrology market of India, the company now boasts of an impressive portfolio of astrological services across multiple brands. The company grew from 5 astrologers to close to 200 astrologers (currently) across call centers at Jaipur, Ahmedabad & Bangalore, providing astrological advice to customers calling in from Airtel, Vodafone –Idea on a Pan India basis 24 x 7.

My Role & Responsibility

- Set up Distribution Network as per FMCG business plan, finalized 10 distributors for Ahmedabad – single-handedly.
- Collateral marketing material designed and developed.
- Multiple Events managed & executed through agencies & company executives.
- One of the most successful counters at the Ahmedabad Shopping Festival – part of Vibrant Gujarat Initiative.
- Setting up new
- Skilled in leading sales teams to penetrate new markets with the latest products to achieve sales goals.

Jan 2015 - Jan 2018

Cluster Relationship Manager

Angel Broking, Ahmedabad

- Responsible for 80 Crores of AUM for Mutual Funds.
- Selling Investment product like Mutual Fund, PMS, Life Insurance, General insurance
- Cross sales to exiting client of Angel Broking of Mutual Fund, PMS, Life Insurance, General insurance
- Generating references from existing clients
- To do cross sell products like, Life Insurance, MF, PMS Multi product selling (LI, Mutual Fund, Bonds, Wealth, PMS)
- Responsible for Managing a team of stock dealers.
- Responsible for achieving the set top line and revenue target of the territory, carry a self revenue target of 2 times of the CTC,
- Responsible for customer complaints/escalations, liaison with the principles & corporate office, managing overall compliance of the territory. Premium Account, Corporate FDs etc.
- To perform various Lead generation activity in the defined catchment / geography.
- Handled business operations for 4 branches of Angel Broking.

Jun 2013 - Jan 2015

Area Sales Executive

Kerakoll, Ahmedabad

- Responsible for achieving 50 lack revenue target yearly for the company in anand,nadiad,kheda districts region of Gujarat.
- Responsible to ensure that credit levels are maintained strictly & there is no outstanding > 45 days, which was company policy.
- To appoint & nurture dealers to increase company market share from 30% to 70% in its category.
- Personally promote the company products to builders, architects & contractors.
- Built a rapport with around 120 Builders, Architects & contractors who would give 100% of their requirement only to my company.
- All regulatory compliance to sales like C-Form to be handled.

Aug 2010 - Jun 2013

Assistant Manager-Sales

Future Generali, Ahmedabad

- Manage Insurance sales goal achievement through : * Recruiting agents * Training and developing agents on an ongoing basis * Working with people * Entrepreneurial and commercial focus * Drive for results have to recruit insurance advisors and motivate them for the business of financial product.
- Ensuring delivery of Premium collected of Rs.1.8 crores per annum.
- Recruitment of team /Agents.
- Development of a high-performing Advisor team with low attrition rates.

- Day to day responsibility of driving business through a team of Advisors.
- Team Leading and Management Capability.
- I was `among the Top 5 SM in the JFM quarter by login highest policy in the quarter.
- To set clear targets and provide appropriate feedback to advisors on progress leading to the development of motivated and dedicated team of Advisors.

Feb 2008 - Jun 2010

Unit Manager-Sales

ICICI Prudential, Ahmedabad

I used to recruit insurance advisors and train and motivate them to generate business and hand it over to respective sales managers. I was taking care of the Tied channel.



EDUCATION AND QUALIFICATIONS

Bachelor of Arts

Sardar Patel University., Anand

MBA

NMIMS, Ahmedabad



REFERENCES

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SKILLS

MS-Office

