

Sales & Distribution ~ Strategic Planning & Start-up Expertise*Forward-thinking Business Leader offering a career chronicled by various promotions in 19 years!**Domain Expertise: Ceramic (Tiles & Sanitary-ware), Real Estate, Mobile Handset/Telecom Distribution, Banking, & Insurance*

As National Sales Head, with verifiable year-after-year success achieving revenue, profit, and business growth objectives within rapid change environments. Acknowledged corporate prudence with the ability to define business mission/corporate objectives and contributing policy directions to realize the mission. Strong credentials in rolling innovative strategies to transform business units into globally competitive business ventures. Created unique market-entry strategies, managed business relationships by building credibility, and establishing immediate rapport with potential clients.

CAREER HIGHLIGHTS

Core competencies: Sales Operations ~ Distribution Sales/ Management ~ Start-up Expertise ~ Rural Sales ~ Product/Channel Launch ~ Budgeting ~ Forecasting ~ Collaboration ~ Strategic Planning & Organizing ~ Coaching/Mentoring ~ Risk Management ~ People Management ~ Revenue Growth and Profitability ~ Market Penetration ~ Channel Management ~ Key Account Management ~ Operations

Key Highlights:

- Played vital role in launching various products/by-products within a short span of 1yr of operations to increase the WOD & DOD; segment the market into categories and strategize the launch plan and focus on launching in different locations simultaneously.
- Held the credential of introducing the concept of tertiary based schemes and targets; result: managing a portfolio of INR 240 Cr per annum (reached the same in 5th year of operations from 60 Cr).
- Fostered teams to bring in regular schemes & launched products to increase WOD & DOD; also, brought in bundling with few products to complement each other.

KEY PROFILE**SALES MANAGEMENT**

- Provide thought leadership to sales, products, and markets to provide guidance on sales and marketing strategy for regional alignment.
- Took direct responsibility for driving all aspects of the sales process, including prospecting, senior-level relationship management, product demonstrations, sales/contract negotiation, and sales closing.

COMMERCIAL EXCELLENCE

- Own the P&L with the responsibility to prevent lost revenues from sale to activation and manage direct and operating costs to deliver a sustainable model.
- Support commercialization of new product lines across multiple territories (including the transition from the pilot stage) to ensure bringing new, life-changing products to customers while still meeting revenue and profitability targets.

BUSINESS DEVELOPMENT

- Understand the business strategy and market drivers and manage the retention of existing business and development of new business. (Proven Track record of giving 100% jump in Volume & Reducing credit by 50%)
- Coordinate internal and external resources to establish justification and identify risks for new projects and optimization initiatives; a key component is developing economic models, project scope and project costs.

CHANNEL/PRODUCT LAUNCH

- Mentored and execute new product launches by identifying and monitoring overall project timeline and milestones, while driving the cross functional teams to maintain launch timing.
- Develop KPIs and relevant metrics to identify potential issues and measure success, setting up new processes and systems from scratch when relevant.

BUSINESS OPERATIONS

- Planned and track the on-going work being done by project teams, providing actionable recommendations to address roadblocks and ensuring that execution achieves guiding principles.
- Identify, develop, and evaluate new processes needed to drive growth, efficiencies or operational effectiveness.
- Lead analytical efforts supporting the business teams in an unstructured environment to identify insights and improve decision-making.

RELATIONSHIP MANAGEMENT

- Strategize and build broad and strong top-to-top and multi-functional relationships at strategic customers.
- Proactively schedule, lead and facilitate strategic customer business reviews on a consistent cadence. Leverage distributor relationships as necessary to gain access to strategic end-user accounts.

PEOPLE MANAGEMENT

- Mentored & Guided the Sales/Business Development team to building prospects and managing their part of the pipeline, and moving those prospects through the complex sales cycle to closure.

- Inspire, motivate, and develop a high calibre team, building and developing credibility with the senior leadership team and organization with hands-on results orientation, coupled with a drive to consistently and efficiently deliver.

CAREER DETAILS

CRYSTAL CERMAIC INDUSTRIES LTD (AGL GROUP COMPANY) | May - 2022 - Till Date | **Head – Sales & Distribution**

Orchestrate the entire model of Operations for Tiles, from Distribution Management to Collection to New Product Planning. Thus, **end-to-end handling of business** for Tiles, channelize plans to improve PAN India Dealer Network & P&L by pushing the **high Value products, Per Salesman cost Realization, Improved Fund flow**. Facilitate development of Sales Plan, Dealer Network, Schemes, Project Sales, Brand building Activities, P&L of the business, Business Strategy planning, analysing the product and pricing, life cycle of particular product, and demand & gap analysis.

BUSINESS OPERATIONS

- Steer the process of identifying and analysing the **product and pricing** before launching & Production for Tiles to Maximize market share for PAN India (Start with North & East Region).
- Started focus on Government Business & renewed all the required certificates to empanel the company in respective Govt Departments.

SALES MANAGEMENT

- Head & guide Sales Channel on **selling skills, go-to-market, WOD** and Month-on-month **growth in Revenue & Sales** by simply increasing WOD by 240 plus Dealers in 6 months.

BUSINESS DEVELOPMENT

- Keeping Business Development on priority by meeting new Dealers, Architects every quarter during sales visit. Demonstrating Sales Team by adding new Dealers to our network Via Joint Calls.
- Develop the Additional **Sales & Distribution Channel** for the Company and took the company turnover from 120 Cr to 190 Cr in first year of taking Charge.

PEOPLE MANAGEMENT

- **Training, guiding Sales Team** across all levels for Relationship Building, Channel Management and Keeping the cost down.
- Inspire, motivate, and develop a high calibre team, building and developing credibility with the senior leadership team and organization with hands-on results orientation, coupled with a drive to consistently and efficiently deliver.

SOCH CERAMIC PRIVATE LIMITED | Jan 2016 – April 2022 | **Head – Sales & Distribution**

Orchestrate the entire model of Operations for Tiles, Sanitary-ware & Bath fitting from Distribution Management to Collection to New Product Planning. Thus, **end-to-end handling Sales Distribution** solution for Tiles, Sanitary-ware & Third Firing Products. Channelize plans to improve Distribution & P&L by pushing the **entire product-mix** and adding new Dealer Network. Facilitate development of Sales Plan, Distribution Network, Schemes, Project Sales, brand building Activities, P&L of the business, Business Strategy planning, import management, analysing the product and pricing, life cycle of particular product, and demand & gap analysis.

BUSINESS OPERATIONS

- Steer the process of identifying and analysing the **product and pricing** before procurement & Production for Tiles, Sanitary-ware & another by-product to Maximize market share.
- Started one of the channels by introducing new dimension within the company like Project Sales, Architect Inclusion, Retail.

SALES MANAGEMENT

- Head & guide Sales Channel on **selling skills, go-to-market, WOD** and Month-on-month **growth in Revenue & Sales** by simply increasing WOD to 2040 plus Dealers.
- Successfully increased the **DOD**, which gave 100% increment in Avg billing.

BUSINESS DEVELOPMENT

- Keeping Business Development on priority by meeting new Dealers, Architects every quarter during sales visit. Demonstrating Sales Team by adding new Dealers to our network Via Joint Calls.
- Develop the Entire **Sales & Distribution Channel** for the Company and took the company turnover from 60 Cr to 240 Cr in 4 year of Operations.

PEOPLE MANAGEMENT

- **Training, guiding Sales Team** across all levels for Relationship Building, Channel Management and Keeping the cost down.
- Inspire, motivate, and develop a high calibre team, building and developing credibility with the senior leadership team and organization with hands-on results orientation, coupled with a drive to consistently and efficiently deliver.

COMMERCIAL EXCELLENCE

- Converting entire business model from Credit to **Cash & Carry/Advance model** since 2019-20 & reduced the Channel cost by increasing ROI, reducing Bank Credits.

INVESTORS CLINIC INFRATECH PRIVATE LIMITED | Sep 2013 – Aug 2015 | **General Manager– Sales & Alliances**

Established corporate strategies for the achievement of top-line targets. In High-end Residential Properties. Involved in business planning and joint calls with team to convert C-Segment Customer Prospects into business opportunities. Analysed & reviewed the market response/ requirements and communicating the same to the sales teams for the **accomplishment of the business**

goals. Managed the **sales & marketing operations** for promoting Residential & Commercial Properties offered by the organization and delivered 24% growth on YOY Basis.

SPICE MOBILE LTD. (S MOBILITY LTD) | Sep 2010 – Aug 2013 | Regional Head – Sales & Distribution

Responsible to manage and expand the distribution channels for an assortment of products to achieve sales, volume, and price realization targets across a given region for this long-established telecom organization. Established and maintained constructive relationships with all direct/indirect distributors across the region. Identified and established relationships with key influencers and decision-makers to close major projects.

- Foreshortened the outstanding by 50% in the region; converted the entire channel into Cash & Carry Model within 1 year.
- Enhanced 10% in the secondary on quarterly basis within a year.
- Spearheaded the biggest number of Regional Distributor base in the country in one region and touched based with all KRO in the network; Successfully converted our entire Regional Distributor from credit to cash & carry.
- Played a pivotal role in assisting 2 of the Regional Distributor to TOP 10 Category on PAN India basis.
- Credited as the Best ASM of AMJ 2012 & JFM 2013 and ranked in Top 3 ASM for 2011-2012.

PREVIOUS ASSIGNMENTS

- Jun 2008 – Aug 2009: Future Generali India Insurance as **Manager- Group Sales**
- May 2005 – May 2008: Tata-AIG Life Insurance as **Manager – Voluntary Benefits & Rural Business**
- Jan 2001 – Jun 2003: Escotel Mobile Communications as **Team Leader - Sales**

ACADEMICS

Post Graduate Diploma in Business Administration (PGDBA) | Maharishi Institute of Management - [Finance & Marketing], Noida | April 2005

Graduation (Agra University) [Commerce] | Agra | Jun 2002

HOBBIES

- Long Distance Cycling, Running, Wildlife Photography.
- Planning to Attempt Ironman.