



PARAG N. JOSHI

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Key Skills

Head State / Zone Manager-Sales

New Product Launch

Inventory Management

New Market Setup

On Job Training

Sales Target Achievement

Distribution Expansion

Market Penetration

Focus Brand Distribution

Distributor Management

P & L Management

GTM Strategy Formulation

Customer Relationship Management

Business / Retail Development

BTL & Visibility Operations

Corporate Sales

ROI - Return on Investment



IT Skills

Well versed with MS-Office (Word, PowerPoint, Excel (Advanced Excel – V Lookup, Pivot Table, etc.) & Internet Applications.

Profile Summary

- 13+ Years large cross functional leadership, succession Sales Team Management, P&L Responsibility in Mobile Handset Industry for open trade & modern Trade business verticals in Sales & Distribution Experience with long tenure and internal promotions. Strategic Planning, Annual Sales AOP and Sales Calendars, In ground Multiple New Brand Launch and Category Extensions. Demonstrated region specific leadership across distribution.
- As a Manager responsible for sales development in territory. Build influential and collaborative business relationship with retailer store management and sales team. Establish and implement sales target at store level. **Handling Multi Brand Outlets – MBO, Standalone Outlets & GT Mono Sell out, POS** excellence
- Persuasive, engaging, confident and strong communication skills. Ability to network and influence. Flexible approach to work. Coaching and mentoring attitude.
- Seasoned professional role. Applies **in-depth disciplinary knowledge, contributing to the development of new techniques and the improvement of processes**, work-flow for the area or function.
- Good analytical skills** in order to filter, prioritize and validate potentially complex and dynamic material from multiple sources. **Strong communication and diplomacy skills**. Regularly assumes informal/formal leadership role within teams.



Education

MBA

Sikkim Manipal University- Ahmadabad (2013) with 53%.

Bachelor of Commerce

Saurashtra University - Veraval. (2009) with 48%.

12th

Guajart Board – Veraval (2005) with 62%.

10th

Gujarat Board – Veraval (2003) with 66%.



Personal Details

Father's Name: Navnithbhai Joshi

Date of Birth: December 31st, 1988

Marital Status: Married

Languages Known: English, Hindi, Gujarati and Marathi.



Work Experience

Authorised Distributor - Xiaomi - Joshi Commutech – Ahmedabad

July- 21 – Till date



KRA

- Handling Sales Team of 4 covering Small Dealers, Standalone Outlets, Mobile Stores, along with 2 Delivery person + 2 Backend Billing & Mis department. Scaling up and growing the customer base for the company. Developing constructive relationships with customers and working closely with them to boost volume of secondary tertiary business across geographies by establishing a strong foundation with them as their financial partner of choice.
- Open and develop new market opportunity in Ahmedabad GT market, *Open 240 new stores within 2 months of short span.*
- Responsibility of customer sourcing and acquisitions and building strong relationships with key dealers, strategic partners to help in client sourcing and acquisition.
- Achieve Sales target for all products to direct channel, indirect channel, and other alternate channels, KPI's comprises of recruiting of Channels and managing it through the on roll team, **Training and Develop the sales Team.**
- Credit collection from the Outlets. Maintaining direct relation and involvement up to retailer level. Execution of offers and schemes to retailers.

Zonal Sales Manager (General Trade(NG) & Modern Trade(GJ))

Vivo Gujarat - Ruichang Technologies Pvt. Ltd. Ahmedabad

Nov- 16 – June - 21



Growth Path

Zonal Sales Manager

2017-2021

Area Sales Manager.

20116 - 2017

KRA

- Accountable for managing sale of Vivo mobile phones in North Guj GT and Guj MT with on roll employees-to whom total team of 746 people are reporting and managing a network of 832 dealers, 9 Brand Stores, 6 distributors, 3LFR and 1 National distributor in the region.
- Manage a team of 8 managers and 176 field force including TL, TSM, PTL, RT and BO. New product launching management.
- Acting as market feedback collector & to keep a close watch on competitor activities. Planning, Manpower Dimensioning, Hiring salesman, Training, Channel Selection and Identification Criteria, Go to Market Strategy, Plan and set sales targets of Sales Associates reporting to him/her Identify business opportunities in the district and prepare proposals for acquisition of new POS (Point of Sales) Meet target of new POS acquisition in the district. **Conduct competitor analysis** and be aware of market trends and performance
- Manage a team of Sales Associates, monitor, motivate and improve their performance. Conduct daily sales meetings at pre decided locations to foster positive thinking and share best practices, review performance of Sales Associates

★ Noteworthy Achievements

- ✓ Achieved Highest Counter share at Vijay Sales Devarc (41%).
- ✓ Achieved Highest Market share across LFRs/Dealers of GJ (32% aggregate).
- ✓ Got the best performer award for achieving highest market share of flagship product V5 nationally.
- ✓ Received Award as best ASM for quarter JFM'17
- ✓ MDP Focused Leadership Star Performer and Best Presentation – Gold Medal winner. Employee Of the Year - 2020

Sales Manager - Ingram Micro India Pvt. Ltd. Ahmedabad May- 16 – Nov-16

(General Trade –Lenovo & Motorola Mobiles)



KRA

- Accountable for managing sale of Lenovo and Motorola mobile phones in Ahmedabad Territory (Ahmadabad, & North Guj); Third Party employees-to whom team of 53 demonstrators are reporting and managing a network of 500 dealers and 7 distributors in the region.
- Managing Lenovo Exclusive Stores. Design and execute steps in order to motivate all the Sales Promoters.
- To Plan, Execute and Monitor Sales in the Key Accounts Targets vs Achievement.

Territory Sales Manager -General Trade Lava International Ltd. Ahmedabad August 15 – May 16



KRA

- Accountable for managing sale of LAVA & XOLO mobile phones (FP & SP) in Ahmedabad New City, Gandhinagar & Balasinor leading a team of 11 Field Sales Executives, managing a network of 275+ dealers, 4 distributors with 12 LRES'.
- Coordinating with Distributors & DSE on regular basis for primary, secondary and tertiary activities. formulating marketing and sales strategies & promotion plans for new business generation.
- **Monitoring competitor's activity, tracking daily sales and monitoring the effectiveness of secondary schemes. Responsible for Primary & Secondary Sales**, product display and availability in the respective market. On job training to sales team.

Territory Sales Manager (General Trade –Xolo Mobile) Ahmedabad- June 15 – August 15



KRA

- Accountable for managing sale of XOLO mobile phones in Ahmedabad, Gandhinagar & North Gujarat leading a team of 11 Field Sales Executives are reporting and managing a network of 300+ key dealers & 5 distributors in the territory with 18 Shop Sales Executives".
- Company has merged the XOLO and Lava business in month of August-15.
- **Manage Primary & Secondary, New Product Launch New Market Setup**, Infrastructure Setup Controlling Sales team Implementation of reporting daily/weekly/monthly reports, Roll out of all Sales initiatives (Trade schemes, secondary schemes, consumer initiatives)
- **Managing Distributors Return on Investment (ROI)** by rationalizing Investments and driving his secondary sales

ASM - Optimus Infracom Ltd. National Distributor for Samsung Ahmedabad May 09 –June 15



KRA

- Account Management & B2B for Samsung Mobiles of Gujarat, MP & CG.
- Leading a team of 5 SO, 3 TL and 64 ISP.
- Recruitment, Training, performance evaluation of Samsung Product Consultant (In Shop Promoters).

★ Noteworthy Achievements

- ✓ Within 1 year promoted as Area Sales Manager from Asst. Sales Manager. & Asst. Sales Manager from Sales Officer.
- ✓ Achieved Highest Counter share at Croma Rajkot (71%). Achieved Highest Market share across LFRs/Dealers of GJ (68% aggregate).
- ✓ Got the best performer award for achieving highest market share and counter share of Smart Phone nationally.
- ✓ Received Award for consistent performer in the month of July '10. Selected for Bangkok trip for achieving quarter target AMJ'10.
- ✓ Received Award as best Sales Officer for quarter OND'09

- PARAG N. JOSHI