CURRICULAM VITAE

**Himanshu D Patel**

Dob :- 08 Oct 1966

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**Career Objective**

A result driven professional who has over more than two decades sales experience with FMCG, lightings and luminaries and Home Appliances products. I am able to aggressively drive sales growth and profits by developing a friendly, well trained sales team who are always highly visible to customers and responsive to their needs. My key strength is to generate business from diverse data sources. I am currently looking for a managerial position with an exciting and ambitious company.

**Employment History**

***Area Sales Manager*** - Dharampal Satyapal Ltd. (Rajnigandha Pan Masala) **Jan 2014 – Apr 2018**

* I was responsible for producing incremental revenue by appointing new dealers and distributors, developing marketing strategies, looking after 45 ISR and 8 SO in assigned area and by penetrating various levels of customer management.

***Duties***

* New Dealer appoint and New town open.
* Recruit S.O. and ISR on Dealer point.
* Launching new products and scheme.
* Dispatch follow-ups / updating.
* Managing relationships with Dealers along with maintaining their Stock Inventory.
* Daily stock monitoring / Observations.
* FIFO system work style.
* Focus on outstanding, Payments clearance and new orders.
* Focus on primary and secondary sales.
* Prepare beat plan of every territory.
* Focus on focus products display and sales.
* Regularly travelling to regional Dealers to boost up sales and also getting product feedback from Sales Officers.
* Organizing districts sales events as well as regional trade shows.

***Area Sales Manager*** - MILCENT Appliances Pvt. Ltd. June 2011 to December 2013

***Area Sales Manager*** - Pasolite Electricals Pvt. Ltd. December 2009 to May 2011

***Branch In charge*** - C. K. Electricals. February 2001 to December 2009

***Asst. Area sales Manager*** - Press-N-Tech Luminaries Ltd. June 1998 to February 2001

***Sales Representative*** - The Mysore Lamp Works Ltd. January 1990 to May 1998

**Areas of Expertise**

Brand Analysis Monitoring Competitors Account Performance

Identifying Opportunities Brand Management Advertising Promotions Driving Profitability Negotiating Implementing Action Plans

Event Management Campaign Optimization

**Key Skills and Competencies**

* Identifying profitable new alternative distribution points.
* Using market knowledge to influence decisions regarding customer pricing and sales programs.
* Organizing special sales projects, such as sales promotions, advertisements, etc.
* Sales experience in government sectors and distributor markets a plus.
* Able to manage all aspects of sales to prospective and current customers, including providing highly technical and administrative product information.
* Ability to establish priorities and work under limited supervision.

**Educational Background**

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| Qualification | Year of Passing |
| B.Com | 1987 |
| H.S.C | 1984 |
| S.S.C | 1982 |

**Reference** *Available on Demand*