



# DEEPAK KUMAR

Team Lead

## PROFILE

I am an astute Sales professional with over 14+ years of experience in Direct & Channel Sales, Business Development, Distribution, Key Accounts management, and Data Analytics. I have a proven track record of achieving targets, maintaining strong customer relationships, and managing sales teams. My experience includes working with various brands like Paytm, RingRing, August Assortment, Tikona Digital as sales specialist. I am a good team player with strong communication and analytical skills, committed to excellence.

## CONTACT

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## HOBBIES

- ❖ Exploring new places
- ❖ Collaborating
- ❖ Surfing Internet

## PERSONAL DETAILS

- ❖ DoB : 05-01-1985
- ❖ Gender – Male
- ❖ Marital Status – Married

## CORE COMPETANCY

- ❖ Business Development
- ❖ Team Handling
- ❖ Customer Relationship Management
- ❖ Direct & Channel Sales
- ❖ Corporate & Retail Sales
- ❖ Key Account Management
- ❖ Territory Management

## EDUCATION

**MBA/PGDBM**

2006 - 2008

70% +

**B.Com -Commerce**

2002 - 2005

55%

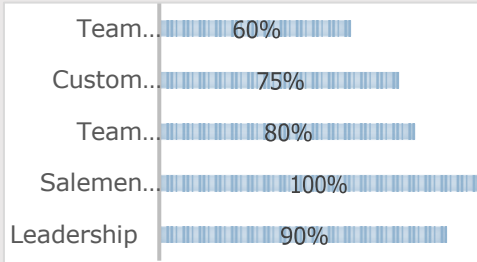
## WORK EXPERIENCE

**One97 Communication  
Team Lead**

From Nov 2023 to till date

- Sales EDC Machine in Gurgaon region
- Sales Insurance/Credit Cards/BPOS/Store Cash
- Give After Sales Services
- Responsible for increasing GMV
- Manage Team to drive results

## SKILLS



### RingRing Service Pvt Ltd Sales Lead

From July 2022 –To Sep 2023

- New Retail Store Acquisition: For identifying, recruiting, and onboarding FMCG Retail stores on RingRing's platform in India loyalty and repeat purchases in store.
- Responsible for POS integration and troubleshooting through regular store visit and relationship building with retailers.
- Customer Engagement: Drive adoption of FMCG Brand offers and Reward program for consumers in GT, Supermarkets and Kirana stores across the entire territory

### August assortment Pvt Ltd Sales Manager

From July 2021–To June 2022

- Appointed Distributors in my Area Responsible for Primary sales of company
- Managed, trained, and provided overall guidance to sales team of an assigned territory
- Set reasonable sales targets to be achieved by sales team
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- Monitored the performance of the sales team and motivated member to meet or exceed targets
- Collected customer feedback and provided updates to senior management Utilized telephone calls and Face to face meeting with customer to close sales

### RingRing Service Pvt Ltd Sales Lead

From June 2017 –To June 2021

- New Retail Store Acquisition: For identifying, recruiting, and onboarding FMCG Retail stores on RingRing's platform in India loyalty and repeat purchases in store.
- Responsible for POS integration and troubleshooting through regular store visit and relationship building with retailers.
- Customer Engagement: Drive adoption of FMCG Brand offers and Reward program for consumers in GT, Supermarkets and Kirana stores across the entire territory

### Tikona Digital Networks Sales Officer

From Oct 2009 –To June 2017

- Achieved targets and maintained good relationship with Customer & Channel Partners
- Responsible for Sales Acquisition and customer retention of the given territory Managed the timely installation & Customer support from Channel Partners Monitored quality of Service from channel partners to ensure customer retentions
- Actively contributed Month on Month basis to zonal revenue target from directly & via Channel Partners