

## Shashank Dixit

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### **Seeking Middle Level assignments in / Sales & Marketing / Business Development with a growth-oriented organization.**

#### **PRÉCIS**

A dynamic professional offering over 11 years & 5 Months of strong, decisive executive leadership in well-known organizations. *Currently associated as Assistant Manager (Crompton)* Extensive background in complex and challenging environments with proven ability to represent the company with customers and channel partners. Excellent communication and people management skills that have been honed through managing multi skilled teams. Exceptionally well organized with a track record that demonstrates self-motivation, creativity, and initiative to achieve both personal & corporate goals.

#### **Core functional strengths include:**

*Strategic Planning  
Business Development  
Product Promotions  
Competitor Analysis*

*Budgeting / P&L Management  
Channel Management / Logistics  
New Initiatives / Set-Ups  
Market Analysis*

*Brand Development / Launch  
Institutional Sales  
Modern Trade  
Executive Leadership*

- ⇒ *Business planning and analysis for assessment of revenue potential in business opportunities.*
- ⇒ *Analyzing & reviewing the market response/ requirements and communicating the same to the sales teams or accomplishment of the business goals.*
- ⇒ *Overseeing the sales, marketing & commercial operations, thereby, achieving increased sales growth.*
- ⇒ *Identifying streams for revenue growth & developing marketing plans to build consumer preference.*
- ⇒ *Conducting competitor analysis by keeping abreast of market trends & achieving market share metrics.*
- ⇒ *Implementing pre/post launch sales promotional activities for brand building & market development.*
- ⇒ *Developing relationships with key decision-makers in target organizations for business development.*
- ⇒ *Interfacing with the clients for suggesting the most viable services & product range and cultivating relations with them for securing repeat business*
- ⇒ *Leading, mentoring & monitoring the team members to ensure efficiency in process operations and meeting of individual & group targets.*
- ⇒ *Creating an environment that sustains and encourages high performance; motivate teams in optimizing their contribution levels.*



***Since' 1<sup>st</sup> Nov 2021 to till date with Crompton***

***Designation: Territory Manager – Small Appliances (Handling Kanpur)***

- ⇒ *To achieve primary and secondary sales targets assigned by management.*
- ⇒ *Appointment of new channel partners.*
- ⇒ *Ensuring the availability of all SKU's from Crompton Lighting product basket in each outlet.*
- ⇒ *To ensure proper installation of all display units and adequate space.*

**Since' 19<sup>th</sup> June 2019 to 30<sup>th</sup> Oct 2021 with Crompton.**

**Designation: Territory Manager - (Handling Thane & Navi Mumbai for 2 years, 4 months)**

- ⇒ Appointment of new channel partners and retailers in white spaces.
- ⇒ Meeting with electrical contractors, retailers & builders for new business opportunities.
- ⇒ Market survey to collect data of competitor's activity.
- ⇒ Team Handling (Giving proper guidelines & training to DSMs on market development & generation sales in their assigned territories).
- ⇒ Designing the schemes to promote the accessories sales
- ⇒ Conducting technician meet and train them to sell accessories to the end customer
- ⇒ Design incentive schemes for the trade & technician
- ⇒ Conducting reviews every month after the closing to understand the ups & downs with the team and planning for the coming month.



**Significant Highlights: 17<sup>th</sup> Sep 2018 to 18<sup>th</sup> Jun 2019 Whirlpool of India Ltd.**

**Designation: Deputy Manager (Handling Mumbai for 09 months)**

- ⇒ Handling product line up of water purifiers, Air conditioners, Microwave oven, washing machine & Refrigerators.
- ⇒ Handling product line up of compressors, copper pipes, refrigeration & Air-conditioning Gas.
- ⇒ Steering the sales operations for the entire product line up of Parts of Refrigerator, Washing Machine, Micro Wave Oven & Air Conditioner
- ⇒ Recognized through THE CONSTELLATION AWARD for 9% growth over deployed target & 69% growth over last year for Q4 – 2017 vs 2018.
- ⇒ Recognized through The STAR AWARD for delivering 88% growth over last year & 139% over deployed target in Feb 2019.
- ⇒ Each product gross margin is being calculated before the product is been billed.
- ⇒ Designing & implementing trade schemes to ameliorate the business revenue.
- ⇒ Imparting training to the Dealers and Demonstration Boys to keep them up to date about market.
- ⇒ Closely work on the model mix and ensure the Gross margin figure is achieved
- ⇒ Credit for clearing up all old concerns in the area and thereby, streamline with Zero Claims.



**Significant Highlights: 1<sup>st</sup> Feb 2016 to 15<sup>th</sup> Sep 2018 Godrej & Boyce Mfg. Co. Ltd.**

**Designation: Assistant Manager – Trade Channel (Handling Vidarbha 2 year 8 months)**

- ⇒ Handling the Distribution network and monitoring channel sales and implementing effective strategies to maximize sales volume along with revenue the assigned territory.
- ⇒ Handling product line up of water purifiers, Air conditioners, Microwave oven, washing machine & Refrigerators.
- ⇒ Handling product line up of compressors, copper pipes, refrigeration & Air-conditioning Gas.
- ⇒ Steering the sales operations for the entire product line up of Parts of Refrigerator, Washing Machine and Microwave Oven & Air Conditioner.
- ⇒ Designing & implementing trade schemes to ameliorate the business revenue.
- ⇒ Imparting training to the Dealers and Demonstration Boys to keep them up to date about market.
- ⇒ Keep a track of the partners' business initiatives, future plans and analyze its impact on the business.
- ⇒ Building & maintaining healthy business relations with client, ensuring maximum satisfaction by achieving delivery & quality norms.
- ⇒ To develop business across Vidarbha district by appointing the distributors & dealers for the existing range of products.

- ⇒ Ensure the adherence to the payment collection / outstanding systems & procedures as per company.
- ⇒ Credit for clearing up all old concerns in the area and thereby, streamline with Zero Claims.



**Significant Highlights: 5<sup>th</sup> Jan 2013 to 30<sup>th</sup> Jan 2016 Whirlpool of India Ltd**

**Designation: Executive Sales West (Handling Gujarat for 3 years 1 months)**

- ⇒ Handling product line up of water purifiers, Air conditioners, Microwave oven, washing machine & Refrigerators.
- ⇒ Handling product line up of compressors, copper pipes, refrigeration & Air-conditioning Gas.
- ⇒ Steering the sales operations for the entire product line up of Parts of Refrigerator, Washing Machine and Microwave Oven & Air Conditioner.
- ⇒ Designing & implementing trade schemes to ameliorate the business revenue.
- ⇒ Imparting training to the Dealers and Demonstration Boys to keep them up to date about market.
- ⇒ Recognized through The STAR AWARD for delivering 92% growth in TL & 390% growth in GM in October 2015 out of west zone.
- ⇒ Recognized through THE STAR AWARD for delivering 58% growth in TL & 37% growth in GM in September 2015 out of west zone.
- ⇒ Recognized through THE STAR AWARD for ever highest GM delivery in the month of June 2015.
- ⇒ Recognized through THE ROCK STAR AWARD for splendid performance entire the pan Year 2014 out of west zone.
- ⇒ Recognized through THE STAR AWARD for the Q-3 of 2014 out of west zone.
- ⇒ Recognized through THE CONSTELLATION AWARD for the best resource PAN-INDIA 41% growth achieved in the Q-3 of 2014.
- ⇒ Recognized through THE BEST PERFORMANCE AWARD for the H1 – 2014 for best Revenue Performance out of west zone.
- ⇒ Recognized through THE CONSTELLATION AWARD for the 40% growth achieved in the H1 - 2013 for the best resource PAN-INDIA.
- ⇒ Network Expansion: In 2013 working started with only 5 active dealers in Ahmadabad region, left territory in 2016 with 24 active dealers, which helped new products placement and creating a good product mix as well as improved the revenue
- ⇒ Increase in number of dealers ended the monopoly of earlier dealers which eventually lead to sustainable growth in sales.
- ⇒ Credit for clearing up all old concerns in the area and thereby, streamline with Zero Claims.
- ⇒ Closely work on the model mix and ensure the Gross margin figure is achieved.



**Significant Highlights: July 2011 to Dec 2012 Designer's Elements**

**Designation: Relationship Officer (B2C & B2B) (Handling Pune for 1 Year & 6 months)**

- ⇒ In Charge of Sales, of Plywood, Laminates, Veneers including architectural products. Handling entire PMC area in Pune along with Builder Projects.
- ⇒ Generated leads by visiting the retail outlets aligned in PMC area & Project Sites across Pune including Lona Wala.
- ⇒ Generated leads by cold calling to the Architects, Builders across Pune.
- ⇒ The job involved extensive deliberation and motivational interaction with Architects, Purchase Managers of concern Builders that helped us to spread information about our product matrix, and to seed our products to their respective projects as well.

**EDUCATION & CREDENTIALS:**

2011 MMM (Master's in Marketing Management) from Pune University (Indira Institute of Management).

2009 B.Sc. (Mathematics & Physics) from C.S.J.M. Kanpur University (58.70%).

2005 12th Subhash Smarak Inter Collage, U.P. Board (70.60%).

2003 10th Subhash Smarak Inter Collage, U.P. Board (68.33%).

**Project:**

Impact of Right Execution Daily for Hindustan Coca-Cola Beverages Private Limited, Kanpur to increase its sales, Volume as well as its effectiveness.

|               |   |
|---------------|---|
| Project Title | : Impact of RED   |
| Details       | : Job entitles working under Area Capability Development Manager for<br>Increasing sales, implementations of new ideas as well as gathering data. |
| Achievement   | : Sold 7000 crates in a span of one month   |

**Technical Skills :** MS Office & SAP

I hereby declare that the above furnished details are true to the best of my knowledge.

**(Shashank Dixit)**