

Shashank Dixit

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

Summary:

A dynamic professional offering over 11 years & 9 Months of strong, decisive executive leadership in well-known organizations.

Core functional strengths include:

Strategic Planning	Budgeting / P&L Management	Brand Development / Launch
Business Development	Channel Management / Logistics	Institutional Sales
Product Promotions	New Initiatives / Set-Ups	Modern Trade
Competitor Analysis	Market Analysis	Executive Leadership

Since' 1st Nov 2021 to till date with Crompton



Designation: Territory Manager – Appliances (Handling Kanpur)

- ⇒ To achieve primary and secondary sales targets assigned by management.
- ⇒ Appointment of new channel partners.
- ⇒ Team Handling (Giving proper guidelines & training to DSMs on market development & generation sales in their assigned territories).
- ⇒ Ensuring the availability of all SKUs from Crompton Appliances product basket in each outlet.
- ⇒ To ensure proper installation of all display units and adequate space.

Since' 19th June 2019 to 30th 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.
- ⇒ Designing the schemes to promote the accessories sales
- ⇒ Conducting technician meet and train them to sell accessories to the end customer
- ⇒ Conducting reviews every month after the closing to understand the ups & downs with the team and planning for the coming month.

Significant Highlights: 17th Sep 2018 to 18th 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.

Significant Highlights: 1st Feb 2016 to 15th 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.

Significant Highlights: 5th Jan 2013 to 30th 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.
- ⇒ 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.

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 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's.

