



Awanish Singh Banafer

Territory Sales Manager , Raipur
Chhattisgarh

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9 Years 0 Month of experience

PROFILE SUMMARY

With Over Eight Years of Experience in Sales Leadership, Marketing and Business Development, I Specialise in B2B Sales , E-commerce Market Development, Distribution Management, Team Building, Modern trade, General trade, Financial Services and Managing Overall Sales Growth. With a Proven Track Record of Delivering Results and a Strong Business Acumen across Sectors , I Excel In Conceptualizing Robust Plans for Business Development, Market Expansion and Top-Line Improvement. My Skills Lie in Driving Impactful Strategies to Boost Sales and Enhance Market Presence. Adept at Fostering High-Performing Teams and Implementing Dynamic Marketing Initiatives to Drive Revenue Growth.

WORK EXPERIENCE

Territory Sales Manager , Raipur Chhattisgarh

Reliance Retail

01-2021 - Present

- Worked as Territory Sales Manager leading a Team of 24 Sales Executives for Reliance Retail's B2B Platform Ajo looking after overall Sales of Reliance Retail Fashion and External Brands through Wholesale Market.
- Expanded Reliance Retail Fashion Brands sale through Distributor Network and vendors in Assigned Territory.
- Developed and implemented measurements of success for each campaign, closely tracking and analyzing key metrics' performance, and reporting insights for future improvements.

KEY SKILLS

Ecommerce Development

FMCG Sales

Modern Trade

Retail Sales

Key Account Management

Corporate Sales

Category Management

Business Development

Market Development

Opportunity Identification

Team Management

Area Sales Management

B2B Sales

Sales Management

Startup Management

Digital Marketing

Salesforce CRM

MS Office

Data Analytics

Amazon Seller Central

LANGUAGES

English

Hindi

SOCIAL LINKS

<https://in.linkedin.com/in/awanishsingh-banafer-a1aa3a99>

- Strategized City-level and Retailer-level activation and Net Revenue plans in coordination with the State leadership , assisting them in achieving targets, and liaising with the Supply team to minimize inventory gaps.

Achievements :

- Attained an impressive annual Net Revenue Growth of 30% from an active retailer base of nearly 5,000 Retailers for FY 2022-23 with significant penetration in Rural & Suburban Markets.
- Achieved Record 25L in Net Revenue in a single day from Raipur & Durg Territory During State Peak Day Sales Project .
- Expanded Sales team to remote districts and established Ajo B2B as preferred wholesale partner for local firms in footwear and apparel category.

Sales Manager , Jaipur Rajasthan.

ICICI Prudential Life

01-2018 - 12-2020

- Managed regional ICICI Bank branches for cross sales of Prudential products through bancassurance channel.
- Handled product knowledge and training workshops for Bank Employees for successful conversation of lead to Sales closure of Bancassurance products .
- Formulated Sales Strategies For Different Products and Successfully Achieved Targets YoY.

Achievements :

- Race To Finish Medal Honor in October 2019.
- Qualified for CEO Connect Felicitation for outstanding performance 2019.

Sales Associate , New Delhi

Amazon

08-2015 - 12-2017

- Responsible for Seller Business Development & getting them on board on Amazon India platform as a part of Regional Sales team .
- Handled Seller accounts for initial stages for maximising their sales through Amazon's Online platform.

- Cross Selling Various Amazon India services (Fulfillment By Amazon , Cataloging By Amazon , Tracking the category gaps and closing them.

Achievements :

- Onboarded Highest number of vendors In the first month of Joining.
- Onboarded Nationwide brands such as Wrangler , Medivet India , PRIKNIK Universal among others.
- Part Of Early Expansion team for Fulfilment By Amazon Facility Launch for Nationwide sellers.

Executive- Seller Business Development , GOA.

Snapdeal

01-2015 - 08-2015

- Part of Launch Team for Snapdeal.com Goa Sales & Operations team .
- Handled Electronics Category expansion For Snapdeal to onboard Vendors for Online Selling on Snapdeal platform .
- Handled BTL Marketing activities for Snapdeal for increased Brand visibility and Revenue Generation networking.

EDUCATION

MBA/PGDM - Marketing

2015

Balaji Institute of Modern Management (BIMM)

Grade - 70%

B.Com - Commerce

2012

DR. BHIMRAO AMBEDKAR UNIVERSITY, AGRA

Grade - 70%