

# SHARAD KADAM

Pune, India | +91 8551079929 | [sharadk907@gmail.com](mailto:sharadk907@gmail.com) | Male / 34 Year | DOB: 19/02/1990

Dynamic **Sales & Marketing** Leader | **MBA – Marketing** 2021 | **8 Years** of Industry Exposure to **Telecom**.  
**Established Teams** from the Ground up | Expanded **Business Operations** in New Territories | Adept at Acquiring **Rapid Skill**

## AREAS OF EXPERTISE

- Managing Distribution
- Managing Field Sales Team
- Territory Sales
- Channel Sales
- Market Survey & Profiling
- Incentive Plans
- Business development and planning
- Cold Calling
- ROI
- Sales forecasting & Sales strategy
- General Trade
- Market Development
- Managing Store
- Leadership
- Customer Service
- Digital Marketing
- New Product launching
- Distribution Hygiene
- Market Development
- Market Share
- Customer Relationship
- Sales Operations
- Modern Trade
- Sales Planning
- Sales Training

## EDUCATION

### Master of Management Studies (Marketing)

JSPM Narhe Technical campus Pune

Pune, 2021

### Bachelor of Art's

Nowrosjee Wadia College Pune

Pune, 2013

## PROFESSIONAL EXPERIENCE

### Vodafone Idea Ltd

Territory sales Manager | Prepaid

Pune, Aundh, Baner Nov 2022 – Till date

- Managing Gokhle nagar, Aundh, Banner, Pasan, Balewadi, & Bavdhan in PUNE city of **164+ outlet base** under single DD generating **revenue of around 40 Lack and 2500+ Acquisition**.
- Managing **distributors** in assigned area with Retail Sales Points (RSP)
- Developing a high performing Sales **Team of 4-5 DSE's** that delivers target achievement and associated performance outcomes
- Appointing and handling largest team of **1 TEAM LEADER, 15 SPO promoters and 5 freelancers**.
- Establishing strategic partnerships **with 30 KRO/OYO** and exploring new opportunities.
- Spearheading V-top up and customer acquisition business by the means of distribution channel
- Spearheaded prepaid acquisition from Urban Promoters & Smart Phone Selling Chain Outlets through promoter setup in Pune.
- Driving channel partner in market and enhancing the distribution of the products.
- Conducting the competitor analysis by determining market trends and competitors' moves to achieve market share metrics; evolving market segmentation & penetration strategies to achieve targets.
- Providing direction to execute promotions / launches as part of brand building & market development efforts
- Evaluating & pursuing business opportunities as per targeted plans and accomplishing increased market share
- Executing business plans and performance management of channel partners, including development and execution of joint sales plans, local area marketing, staff coaching, and hosting constructive meetings Exceeded targets by building, directing, and motivating high-performing sales team.

- Recruit, manage and sustain manpower of 15+ promoters through 1 Team Leaders
- Forecasted sales and established processes to achieve sales objectives and related metrics
- Overall Responsible for Pune Urban Promoter Channel, Recruitment, Hygiene.
- Tapped the walk-ins in Local Modern Trade electronics outlets for prepaid through GTM for SPO & Modern Trade acquisition vertical, B2B dealings with handset chain merchants.
- Exceeded targets by building, directing, and motivating high-performing sales team.
- Overall Responsible for Pune Urban Promoter Channel, Recruitment, Hygiene.

### Reliance JIO Infocomm Ltd

Assistant Sales Manager | CSM - Prepaid | Pune Peth Area

Pune, May 2017 - Nov 2022

- Managing All Peth Area in PUNE city of **500+ outlet base** under single DD generating **revenue of around 1cr and 10000+ Acquisition**.
- Managing **distributors** in assigned area with Retail Sales Points (RSP)
- Developing a high performing Sales **Team of 8-9 FSE's** that delivers target achievement and associated performance outcomes
- Appointing and handling largest team of **1 TEAM LEADER, 20 SPO promoters and 40 freelancers**.
- Establishing strategic partnerships **with 40 KRO** and exploring new opportunities.
- Ensure Team has Achieve Sales target for all products- Devices, Accessories and Telecom products to direct channel, indirect channel, and other alternate channels
- Managing **distributors** in assigned area with Retail Sales Points (RSP)
- Responsible for Planning and achieving Brand wise and town wise growth with stress upon range selling and distribution expansion.
- Develop territory, market penetration and sales execution strategies to consistently attain and exceed market share.
- Manage relationship with Device distributors, Activation & Recharge distributors and Key retail outlets including modern trade outlets.
- Coached employees on upselling products and recommending enhanced services.
- Assisted sales team with completing customer transactions and managing issues.
- Train, motivate and coach a team of Promoter, FSE and JCA.
- Maintain a high energy in direct sales team.
- Identify the uncover opportunities for increase the Sales.
- Managed a team of 20 Promoter and 1 on roll employees.
- **JMD (Jio Mart Digital)** – To onboard the partners on JMD platform. Ensure for the training part of JMD app and POS app along with billing and EMI process for customers. This is the same platform as like as Flipcart and Amazon but only for selected partners.
- **JCA (Jio Customer Acquisition) Model** – To ensure female team scope along with effective call productivity and customer recharge.
- **Managed JHD** – To ensure the Home delivery of all Jio Products as per customer requirement for home delivery (**Lead assignment to Lead closer**) within timeline and 75% delivery leads against received.

### Samsung Mobile India Pvt Ltd.

Sales Executive | Telecom | Pune

Hadapsar Pune, March 2016 - May 2017

- Responsible for sales, marketing, branding and promotion of Samsung mobiles in Hadapsar Area.
- Responsible for Primary and secondary and tertiary sales through distributors for dealers.
- Analyzed sales data to identify areas for territory improvement and implemented strategies to maximize sales growth.
- Ensure the root cause of undercutting of the product and infiltration of product by conducting audit and mystery shopping personally and through other source and end the malpractice resulting in smooth flow of products in market.
- Conducting strict audit and check the placement of product and skill on the companies provided counter and furniture.
- Generating Maximum ROI for distributor and ensuring maximum profit and continue flow of products in market.

- Daily discussion with channel team and ensuring stock placement to each retailer in area and filling up the gap of stock
- Monitoring stock movements and inventory planning
- Trained and mentored sales representatives in sales techniques and strategies.
- Worked with sales team to collaboratively reach targets, consistently meeting.
- Managed a team of 18 ISP & 30 Retailers
- Conducting audit of the retail shops and inspecting the placement of product in the outlet
- Ensure proper screening of distributor/retailer claims and process for timely settlement
- Ensure product penetration and adequate stock availability to make ensure timely availability of product in the market.
- Maintain updated information on sales schemes and ensure communication to retailers.
- Focus on growing customer base in the territory through network expansion.
- Create partner network and manage working relationship.
- Achieving MSS (Must Selling SKU's) Volume Weekly.
- Overall Responsible for achieving monthly target.
- Handling promotional and marketing support.
- Placements of new products as per company's norms and targets.
- Devise and implement strategies and promotion activity for new product launch, less selling product
- Visit Retailer and Get business from them.
- Ensure Product Placement at every Potential Retailer Point.
- Achieving Value and Volume WOD and monthly targets.

### **Computer skills:**

Application software: Operating System, MS-Office, Power Point and Internet awareness.

- Marital Status: Married
- Language Known: Marathi, Hindi & English
- Hobbies: Traveling, Interaction with new and progressive people, Listening Music