

**CONTACT**

Samrendrasngh88@gmail.com +91- 9761758800

**CORE COMPETENCIES**

* Strategic Sales Planning
* Channel Sales & Management
* Market & Competitor Analysis
* Dealer Network Expansion
* Forecasting & Budgeting
* Revenue Generation & Growth
* Marketing Initiatives
* Client & Dealer Relationship Management
* Team Building & Leadership

**SOFT SKILLS**

* Change Agent
* Collaborator
* Communicator
* Innovator
* Planner
* Thinker

**EDUCATION**

* **MBA (Marketing & HR)** from RATM, U.P. Technical University in 2010
* **2years Diploma in MIS from NIIT Mathura in 2008**
* **Six Month certificate program in Public relation & Advertising from IIM Chennai -2007**
* **B.A. (Eng..)** from B.S.A Degree College, Mathura in 2007
* **12th** from Rastriya Inter College (UP Board) in 2004
* **10th** from Make Maheshwari Inter College (UP Board) in 2002

**Samrendra Singh**

**Sales & Marketing | Channel Sales | Dealer Relationship Management & Network development**

Leveraged proven skills for **implementing yearly business strategies to ensure**

**attainment of revenue and profitability goals** of the company

**Industry Preference:** **Automobile/ Tractor /Tractor Implement**

**PROFILE SUMMARY**

* **Strategic sales and marketing professional offering 12 years of experience in sales / revenue expansion activities** **and Network development** with key focus on bottom line profitability of various products across Automobile sector
* **Performed monthly sales forecasting & competitive analysis** to determine accurate performance levels & need for growth into current and additional product categories
* **Comprehensive exposure in managing business operations** through business development procedures, winning sales & marketing strategies and maintaining clients’ standards & guidelines
* **Enabled business growth by appointing and managing a network of dealers** across assigned territories for deeper market penetration and reach, managing brand promotion, leading new product launch, accelerating growth and achieving desired sales goals
* **Accomplished steady increase in sales year after year** by steering and driving business through Channel Partners and Distribution Network
* **Diligently managed all aspects of product marketing initiatives** including new product launches, enhancements, competitive analysis, market forecast and product positioning
* **Contributed in facilitating spares parts business expansion** & growth through dealers including effective service operations and client retention
* Effective leader with proven talent in guiding and motivating staff to achieve targets; problem-solver with strong communication, negotiation & analytical skills

**WORK EXPERIENCE**

**Since July ’2021**

**with Loconav fleet management Solution ( Automobile Industry )**

* Appoint distributer and Dealer in assigned area like Agra, Meerut, Kanpur
* Meeting with fleet owner and transporter and collage and school,
* Co-ordinating with existing clients Like Varuna, Om Logistics and G.D Goenka
* Conducting Activities with channel partner and existing clients.

***Since May’13 –May’20 with Force motors Ltd., Lucknow (May2013-May2015) and Delhi (June 2015- May 2020) as Territory Manager (Sales)***

**Key Result Areas:**

* Formulating and executing go-to-market strategies that leveraged tremendous opportunities of business growth in revenue for 70(Tractor) across Mandi Dist.HP
* Leading the expansion of dealer network, accomplishing steady increase in sales YOY and developing relationships with the dealer network / channel to explore and develop new opportunities



**Computer Proficiency**

MS Office Suite

HTML

Internet Applications

**Trainings & Conferences Attended**

* Software training at Loconav fleet management solution Gurugram
* Linguistic Training in Mahindra excellence center at Lucknow
* Technical & Product Training at Rudrapur in Mahindra Tractors Plant
* Demo & Implement Training at Lucknow in ITC
* Done Training of technical At Force motors plant Pune.
* DMS training at Force motors Pune.
* Sales training at Force motors Pune
* Active participation in international conference on

“Entrepreneurship in the new economy” in Feb’ 09 held in RATM

Mathura

* Identifying new areas of market growth for the existing products and making recommendations for future product development
* Using knowledge of the market and competitors to identify and develop the company’s unique selling propositions and differentiators

* Monitoring team performance and motivating them to deliver excellence across the assigned regions
* Providing training to dealer team in unique selling & key buying propositions for different applications & aligning the sales pitch accordingly to create a positive first impression with the customers
* Performing regular audits at dealership / distributor depots and reporting on dealer performance, market shares, market information, and sales forecast

**Highlights:**

* Successfully achieved highest sales volume 70 and ever highest market share 35% at mandi dist. In F.Y. 2018
* Achieved highest TM ranking in Zone 5 for achieving sales target
* Efficiently promoted concept of new product across Bhavnagar Dist. And felicitated with award from ZH
* Received Award from National Head at Delhi Level in Q3
* Increased exchange ratio & coverage ratio and developed HP wise (Lower HP segment) & segment wise (Loader Commercial) sales plans which resulted in 02% MS increase in overall sales and gross margin
* Captured 10% market share in territory by appointing 2 new dealer & 3 new sales point and

**PREVIOUS EXPERIENCE**

**Sep, 2020 – April 2021**

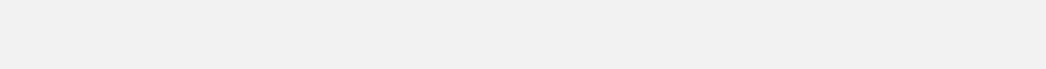
**work as a Dealer Bengal tools Pvt ltd**

***Sep’2011–Mar’2013 Mahindra & Mahindra Ltd., Delhi as Sales Promotion***

***Executive (Reporting to Territory Manager)***

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* **Ensuring sales forecast by each dealer**
* **Meeting with Dealer staff regarding Deliveries**
* **Meeting with Financers regarding retail cases**
* **Converting enquires into Deliveries**
* **Conducting activities to generate more and more Leads**
* **To Analysis Cold Warm & Hot enquires**
* **To territory mapping From Taluka level to Block Level , Block level to Naya panchayat level , Nayay panchayat level to village level**
* ***July’2010- Aug’ 2011 Uma Motors (Maruti Authorised Dealer) Mathura Designation-Sales Executive***



**PERSONAL DETAILS**

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| • | **Date of Birth:** | | | 20th may, 1986 | |
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| • | **Languages Known:** | | | English & Hindi | |
| • | **Address:** | | | A-223, Sector 23 Sanjay Nagar Ghaziabad U.P. | |