

Nitin Nikale
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PROFILE

- A target oriented business leader with vast exposure of 20 years in institutional sales management.
- Currently working with **DOMS INDUSTRIES Ltd as a Manager (ALL INDIA) -Institutional /Corporates Sales.**
- Effectively handling business development operations, promoting products for profit generation, new marketing initiatives to maximize business profitability.
- Achieved outstanding success in building & maintaining relationships with key corporate decision-makers establishing large volume, high profit accounts with excellent levels of retention and loyalty.
- Competent to create win-win relationship with **Corporate & Institutional Clients** while ensuring customer satisfaction by achieving delivery and service quality norms and thus leading to repeat and referral business
- Rich experience in developing new/ emerging markets, leading core teams in new set-ups, product segment or business verticals.
- Demonstrated skills in setting up and strengthening channel management & distribution network to generate competitive advantage and maintain leadership position in the industry.
- Proficient in managing collection cycle of accounts as well as maintaining minimum credit ratios of company.
- Outstanding communication skills, verbal as well as written coupled with exceptional presentation skills with the ability to perform above expectations.
- Strong people management skill, capable of leading large work teams while ensuring optimal allocation and utilization of available resources.

CORE COMPETENCIES

CURRENT

DOMS INDUSTRIES LTD

2ND Jan. 2020 till date

MANAGER (ALL INDIA)- CORPORATE/INSTITUTIONAL SALES

PRODUCT LINE- STATIONERY PRODUCTS

Major corporate Tie-up – METRO SHOE, ICICI BANK , BRITANIA, NESTLE, PARLE G, VIP, ALEMBC, DABUR ETC/

PAST EXPERIENCE

RAYMOND CONSUMER CARE LTD.

April 2017 – Nov- 2019

(Raymond Group of Companies)

Area Sales Manager

Product Line: Cosmetic & Toiletries Products

Major Corporate Tie-Ups: AMAR TEA (SOCIETY TEA), TOTAL OIL, MOTUL, PIDILITE, NEROLAC, ASIAN PAINTS, AKZONOBEL, IOC, BPCL, ONGC, GULF, CASTROL, ABD, DIAGEO, GULAB OIL, HP TEA, GS TEA, SINTEX ETC.

Responsibilities Handled

- Manage complete business operations with accountability for profitability & executing pre-designated targets in given time frame.
- Handle a team of 2 territory sales manager.
- Drive new client acquisition efforts for new setup generation.
- Customer Relationship Management for maximum retention & profit.
- Explore business opportunities in untapped markets and bringing new corporate accounts.
- Monitoring channel sales/marketing activities; implementing effective strategies to maximize sales & accomplish revenue targets.
- Ensure timely service delivery as well as collections from the clients within stipulated credit period.
- Maintain timely MIS & database reflecting the trends & developments of the company regarding sales & business development for budgetary & strategic review to enhance the business of the company.
- Manage the inventory system, placed orders to restock the merchandise while managing the outflow and inflow of the inventory by recording the day-to-day transactions.
- Conducting presentations & various other events like participating in Giftex Exhibition to drive the Institution sales business.
- Retaining customers by providing best possible service in terms of immediate response to enquiries, complaints, quick execution of orders & by keeping the customer updated.
- Monitoring and analyzing the market trends on a continuous basis and contribute effectively to the overall business strategy of the company.

PAST EXPERIENCE

AJMAL AND SON'S LTD.

April 2015 – APRIL 2017

Manager-Institutional/Corporate Sales

Product Line: Oriental/exoticConcentrate, Oriental Sprays, French sprays & cosmetic products like Talcum powder, lotions and hair oils.

Major Corporate Tie-Ups: Pharmaceutical companies, DainikBhaskar Group.

Responsibilities Handled Presently

- Manage complete business operations with accountability for profitability.
- Drive new client acquisition efforts for new setup generation.
- Customer Relationship Management for maximum retention & profit.
- Explore business opportunities in untapped markets and bringing new corporate accounts.
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PAST EXPERIENCE

PROVOGUE INDIA LTD.

October 2013 -March 2015

Manager-Institutional Sales

Product Line: Cosmetic & Toilet Products, Apparels, Accessories, Luggage ware.

Major Corporate Tie-Ups: Pharmaceutical companies, Bayer India Ltd., DainikBhaskar Group.

Responsibilities Handled Presently

- New products development for corporates.
 - Manage complete business operations with accountability for profitability & executing pre-designated targets in given time frame.
 - Drive new client acquisition efforts for new setup generation.
 - Customer Relationship Management for maximum retention & profit.
 - Explore business opportunities in untapped markets and bringing new corporate accounts.
 - Monitoring channel sales/marketing activities; implementing effective strategies to maximize sales & accomplish revenue targets.
 - Ensure timely service delivery as well as collections from the clients within stipulated credit period.
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PAST EXPERIENCE

J. K. Helene Curtis Ltd.
(Raymond Group of Companies)
Area Sales Manager

April 2003 - September 2013

Product Line: Cosmetic & Toiletries Products

Major Corporate Tie-Ups: Poly Cab & UB Group

Responsibilities Handled

- Manage complete business operations with accountability for profitability & executing pre-designated targets in given time frame.
- Handle a team of 2 territory sales manager.
- Drive new client acquisition efforts for new setup generation.
- Customer Relationship Management for maximum retention & profit.
- Explore business opportunities in untapped markets and bringing new corporate accounts.
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PAST EXPERIENCE

HBL Global Pvt. Ltd.
(Sister Concern of HDFC BANK)

Senior Sales Executive

2001-2003

Product Line: On line Trading of A/c -E-Broking A/c, D-Mat, Online Share Trading, Savings Account & 3-in-1 Account

Cinic Pvt. Ltd.

Sales Executive

1996-2001

Product: Currency Counting Machine

EDUCATION

Course	Specialization	University/ Board	Institute	Year
B.Com	Commerce	Mumbai	Mumbai University	1992

Professional Qualification

- Diploma in Computer Applications

PERSONAL SKILLS

Good Communication Skills and interpersonal skills	Negotiation Skills
Keen interest in numbers	Relationship building and management Skills

ACHIEVEMENTS

- Achieved a sales figure of 2 crores in last quarter.
- **Achieved Annual Target in 5 months with 104% for the year 2013-14.**
- Converted the sales figures from **10 Lacs per annum to 5 Crores per annum.**
- Recognized for adding big corporates to company portfolio including **Tata Chemical (Tata Namak) & Bajaj Consumer Product (Hair Oil), Bayer India Ltd. DainikBhaskar Group.**

RECOGNITIONS

- Awarded as the **Best Negotiator for three consecutive years – 2010-11, 2011-12, and 2012-13.**
- Awarded for the **Best Margin for three consecutive years – 2010-11, 2011-12, 2012-13.**
- Recognized for **1, 2 ka 4 contest - 124% target achievement contest**
- Many awards and recognitions for **over and above target achievement**



