**SUMIT SETHI**

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Over 16 years of professional experience working in the Telecom Industry. As a Sales Professional, I have the ability to understand the pulse of the market quickly. A keen planner, strategist and implementer, I have managed to meet my sales targets consistently and increase market shares. Have in depth experience of direct and channel sales. I believe in team synergies and have managed large teams and kept them motivated to reach common goals for the organization.

**Company: HCIL Comtel ltd**

**Designation: National Sales Manager (SME)**

**Period: Jan 2016-Feb2018**

**Job Responsibilities:**

* Achievement of sales targets through a team of 4 managers.
* Managing sales through channels across the country
* Formulation of sales schemes for the channels.
* Working with cross functional teams for entire business management.
* Maintaining a healthy relationship with top SME customers.

**Company: HCIL Comtel ltd**

**Designation: Regional Manager (SME Sales-North)**

**Period: 28thSept 2011-Dec 2015**

**Job Responsibilities:**

Area Handled: Entire north India covering states of J&K,Himachal,Punjab,Haryana,UP,Rajasthan.

Product Handled:Broadband Internet throughVsats.

**Regional Sales through Team:**

* Achievement of sales targets through a team of 3Territory Managers.
* Managing sales through appointed channels in the Region.
* Jointly responsible for collection & retention across the region.
* Local marketing activities for lead generation & sales promotion.

**Achievements:**

* Highest sales across the regions in September2012.
* Highest collection in June 2012.

**Company:Vodafone Essar**

**Designation: Deputy Manager (Enterprise Sales)**

**Period: 20th Sept 2010- 21st Sept 2011**

**Job Responsibilities:**

Area Handled: South Delhi.

Product Handled:Sales of Enterprise Accounts.

**Channel Sales through network:**

* Achievement of sales targets through a team of promoters.
* Responsible for recruitment, training & development of promoters at the Channel.
* Organizing & managing road shows at strategic locations.

**Enterprise Sales:**

* Meeting top enterprises across the cluster.
* Acting as a relationship manager for the enterprise accounts

**Company:Reliance Communication**

**Designation:Area Sales Manager** (**Corporate Sales - Delhi)**

**Period: 20th October2007–15th September 2010**

**Job Responsibilities:**

Area Handled: Delhi, NCR.

Product Handled: EOEP Sales of Key Accounts, SME’s.

**Direct Sales Through DST:**

* Responsible for EOEP sales across the circle.
* Handling and managing a team of Associate Managers and Sales Associates.
* Handling a product portfolio of both CDMA(Data cards, Mobiles)& GSM.

**Achievements:**

* Highest EOEP Sales in November 2009.
* Highest HSD Sales in key Accounts in Feb 2010.

**Company: Tata Teleservices**

**Designation: Channel Manager (Enterprise Sales-Delhi)**

**Period: 17th April 2006- 19th October 2007**

**Job Responsibilities:**

Area Handled:South Delhi.

Product Handled:Enterprise Sales of Small Medium Enterprise (SMEs).

**Channel Sales through network:**

* Achievement of sales through a team of Field Sales Executives (FSE).
* Responsible for recruitment, training& development of employees at the channel.
* Jointly responsible for collection & retention at the channels.

**EnterpriseSales:**

* Meeting top SMEs across the cluster.
* Acting as a Relationship Manager for the SMEs.
* Offering new products such as Road Warrior, VehicleTracking to the SMEs.

**Achievements:**

* Highest sales in May 2006 for the cluster across over the last 6 months.
* Awarded the Spotlight Award in July 2006 for Highest FSE Productivity.

**Company: Bharti Tele ventures Ltd.**

**Designation: Territory Sales Manager- UP (W)**

**Period: 1st March 2004 – 10th April 2006**

**Job Responsibilities:**

Area Handled: Agra Zone(Aligarh,Mathura,Firozabad)

Product Handled: Channel(Post Paid) & Corporate Sales.

**Channel Sales through Franchisee network:**

* Handled 6 channels across the cluster.
* Achievement of sales targets through a team of FSE.
* Jointly responsible for collection & retention at the channels.

**Direct Sales through sales network:**

* Meeting top corporate& SMEs across the zone.
* Acting as an Account Manager for the corporates.
* Offering new product launches such as Vehicle tracking Units to the Corporates.

**Achievements:**

* Highest corporate&SMEs sales for 4 months across UP (W) circle.

**Company: Philips India Ltd.**

**Designation: Sales Executive**

**Period: 17th June 2002 - 29th February 2004**

Area Handled: :J&KState, Amritsar, Gurudaspur.

Product Handled:Consumer Durables

Areas of Operation: Channel sales through channel partners.

**Channel Sales through sales network:**

* Secondary sales activities and formulation of schemes at the distributor level to sell out to sub dealers.
* Local promotional activities to create customer pull and increase territory sales.
* Handle primary sales network all across the areas. (Distributors & Direct dealers.
* Also handle secondary sales network at the distributor level. (Sub-Dealers).
* Responsible for Collections across the channel.

**Achievements**:

* Recruited through campus as Sales Trainee- first of its kind for Philips India.
* Achieved highest sales figures ever in J&K.
* Coordinator for all trade fairs held in Chandigarh, J & K and achieved good sales figures.

**EDUCATIONAL BACKGROUND:**

* Masters in Business Administration from MITSchool of Management **(PuneUniversity)**

Specialization: Marketing

* B.E. Electronics **(NagpurUniversity)**

**Strengths:**Flexible,very hardworking and a team player.

**Weakness:** Going out of way to help people.

**Interest:** Listening to music,watching cricket,globe-trotting, interacting with people.

## SumitSethi