



99 About me



Pritam Sahoo

Sr Territory Sales
Executive



pritam.sahoo09@gmail.com



9937131285



12 years 0 month



www.linkedin.com/in/pritam-sahoo-500b34172



Key Skills

Business Development



Retail Sales



Distributor
Handling



Channel Management



Fmcg Sales



Sr Territory Sales In charge, 12 Yrs
Experience in Beverage Sales, Fmcd
Sales, Automotive Sales, Retail Sales &
Channel Management.



Profile Summary

Overall 12 yrs of progressive experience from spirit industry as well as Fmcd companies worked with reputed companies like Diageo, Allied Blenders and Distillers Alco brew distilleries and Timex group. An astute professional experience in FMCD Sales, Liquor sales, Channel Relationship Management, Distributor Handling, Retail sales and collection of outstanding. Proficient in setting up Sub dealer, Relationship management, assist in ensuring product availability at all relevant channels. Basic knowledge of FMCG processes, Analytical skills, Relationship building, Task Orientation, Channel Management.



Education

MBA/PGDM 2007

Institute of International Business and Research (IIBR), Pune
Grade: 6.8/10

B. Com 2004

Utkal University, Bhubaneswar

10th, 1999

CBSE, Buxi Jagabandhu English Medium School
Bhubaneswar
60-64.9%



Work Experience

Jan 2020-Nov 2022

Sr Sales Executive
Alcobrew Distilleries

Location: Cuttack, Odisha

- a) Responsible for driving sales across **ON and OFF** premise in assigned Territory.
- b) Responsible for increasing the market share of Brands like **White and Blue, Golfer shot and Lion Daddy Rum.**
- c) Looking after 230 on and off premise in my assigned Territory includes Bar Restaurant, pubs and Hotels.



Channel Sales



New Product Launch



Key Account Management



Negotiation



Team Building



Technical Skills

excel powerpoint

SAP Basis



Courses & Certifications



Post Graduate Diploma In Marketing Management



Personal Details

Date of Birth

05-March-1984

Gender

Male

Address

BHUBANESWAR

City

Bhubaneswar

Country

INDIA

Marital Status

Married

d) Implement the Top National Customer-wise plans & Joint Business planning (JBP) for On-Premise channel Deliver budgeted sales for the territory within spend perimeter.

e) Partnering with key syndicate to ensure orders are placed, products are received and business is growing at accounts.

f) Increase shelf space and position for Alco brew products.

g) Introduce new brands and packages where appropriate

h) Ensure activation / guidelines securing incremental distribution, brand visibility, product facing and display.

i) Attend sales/team meetings as directed by management along with daily interaction with manager to discuss sales issues, competitive activities, and opportunities to maximize sales efforts. i) Negotiate activations and promotions, and displays to increase sales and visibility of premium brands.

j) Manage trade spend and operating costs in line with budget.

k) Responsible for daily decisions regarding retail inventory levels using past sales history, changes in climate, competitive activity and special promotional activities

Oct 2017 - Nov 2019

Sr Territory Sales Incharge

Allied Blenders & Distillers (ABD)

Location: Berhampur, Odisha

a) Responsible for the **Primary, Secondary and Tertiary sale** in the state / territory.)

b) Focus on strengthen the key Brandlike **OFFICERCHOICE BLUE, OC WHISKY AND STERLINE RESERVE PREMIUM WHISKY** in the urban as well as rural market.

c) Develop and maintain the sales and marketing business plan.

d) Design and monitor individual and team sales objectives on monthly, quarterly and annual basis.

e) Regularly conduct retail outlet audits to study market share movements and track market share

f) Concentrate on strong tracks for volume growth & weak tracks to build brand image & generate growth

g) Designing and execution of volume scheme and special offer to achieve short term & long-term volume objectives and increase trade advocacy & increase share in state / territory.

i) Planning & execution of consumer centric activities in the state -focus on generating trials and increase penetration

j) Responsible for promotional budget for the brands at retail level.

k) Innovative conceptualizing & utilization of local sales promotional & merchandising activities, monthly schemes at the point of sale for achieving sales target and brand awareness.

l) Maintaining the organization standard, Quality, distribution, visibility, promotion, price and persuasion at the outlet.

m) Manage the new product launches in the region.

n) Responsible for width and dept. of distribution at the retail universe by ensuring the availability of relevant SKUs and variants of the respective brands in the territory.



Jun 2015 - Jul 2017

Sr Executive Sales

Timex Group India Ltd

Location: Bhubaneswar, Odisha

- a) Worked as Senior Executive Sales for Timex Group India Ltd, (Odisha)
 - b) Responsible for Primary and Secondary Distribution of watches and collection of outstanding For the Entire Odisha region, covering all major cities of Odisha and also rural market of Odisha.
 - c) Target setting Distributor wise, DD wise and Dealer wise in each year.
 - d) Primary and secondary sales target achievement of Distributor and Direct dealer.
 - e) Business review and plan for RS, DD on quarterly basis or when required.
 - f) Local level marketing activities, brand promotion, new product launches.
 - g) Identifying new markets and retailing opportunities.
 - h) Forecasting of products for the distribution
 - i) Sales order booking, cheque collection, liaising with commercial to resolve pending issues.
 - j) Supervising RS (redistribution stockists) operations and training of RS staff.
 - k) Monitoring CFA activities, ensuring timely deliveries, housekeeping and compliance to commercial guidelines.
- Product forecast and indenting.
- l) Qualifying RS, Direct Dealers and Dealers for various foreign trip based on target achievement.
 - J) Implementing local level promotion, schemes, and events.

OCT 2011-JUN 2015

Territory Sales Executive

United Spirits A Diageo Group

Location: Mumbai, Maharashtra

Worked as TSE in united spirits Ltd, looking after the channel Sales, Distributor and Retail handling for **Mumbai** location

- a) Assist in mapping of the potential market in terms of Distributor Handling, key Retail outlets, Hotels pubs and restaurant.
- b) Looking for sales and gaining of market share of key products like **MC DOWELLS WHISKY, ROYAL CHALLENGE, ANTIQUITY BLUE, SIGNATURE AND BLACK DOG PREMIUM WHISKY.**
- c) Responsible for sales of Diageo products such as **RED LABEL, BLACK LABEL, SMIRNOFF VODKA, J&B, KETELONE VODKA, CIROC AND DON JULIO TEQUILA.**
- d) Key responsible for Distribution of Scotch whisky, premium and prestige whisky, premium vodka series and regular vodka through distribution network to key customers.
- e) Plan and organize time and work route and call cycle planning (PJP) for maximum coverage.
- f) Plan & achieve Monthly, Quarterly & Annual Targets in volume and distribution.
- g) Handling of 45 SKUs and Achieving width and depth of distribution.
- h) Handling Major Key retail outlets, Distributors and their sales force for secondary target achievement.
- i) Ensuring stock availability, branding, pos material, banner, display & merchandising.
- j) Execute promotional activities like free peg offer and schemes for the respective brands including both Retail outlets and Bars for certain period in order to detain customers preference and loyalty.
- j) Launching of new products and implementation of attractive schemes to enhance sales.

- k) Analysis of sales report data and implementation of sales plan & sales strategy.
- l) Reports on competitors' schemes and any other promotional activity carried by them.
- m) Look out for opportunities to hire more shelf space for the brands and negotiate with the outlet owner on best price (within the assigned budget).

Jun 2008 - Aug 2011

Sales Officer

Apollo Tyres Ltd.

Location: Vashi, Mumbai.

- a) Responsible for sales of PCR tyres for **Mumbai, Vashi and Panvel** location.
- b) Achievement of sales targets and maintaining good relationships with the Dealers.
- c) Organizing different marketing campaigns of different segments of Tyres of PCR.
- d) Making consumer contact conversion to convert a non-apollo customer to apollo customer.
- e) Making surveys of competitors activity.
- f) Controlling key accounts i.e., Dealers- monitoring their sales, manpower, working capital.
- g) Taking feedback from our customers as well as from competition.
- h) Meeting with the fleet owners, Taxi drivers, and cab operation to give knowledge about Tyres.
- i) Visiting various OEMs and giving presentation to mechanics about tyre pressure and service.
- J) Organizing various campaign in petrol pump, road shows about the safety of the tyre.
- h) Organizing dealers meet and giving presentation about new Product launches and advantages.
- i) Participating dealers for various schemes like coin scheme, foreign trip for Target achievement.
- j) Opening of new dealers in the rural as well as urban market.
- k) Making Branding of the Apollo exclusive dealers as well proper utilization of POP material.
- n) Responsible for the achievement of KRA in defined Territory.



Industrial Training

HINDUSTAN COCA-COLA BEVERAGES

Topic: Weighted availability of the coke products and the demand in the market was studied.

Duration: 13th may2006 -10th July 2006

Project detail: To manage all sales related activities, covering route plan, schemes utilization and ensures accurate delivery of products and also demand of coke and its competitors were studied

Location: Bhubaneswar Market.



Declarations

I hereby declare that all the above-furnished details are true and correct to the best of my knowledge, belief and information.