### Mahendra Singh Patel

**Phone: +91-9999295476 Email:** [**msp.321@gmail.com**](mailto:msp.321@gmail.com)

**PROFILE SUMMARY**

A dedicated sales manager with ten years of experience in liquor sales specializing in business expansion and revenue improvement.

I analyze pain points faced by an organization and design strategies to boost sales, increase distribution and optimize performance.

**SKILLS**

**Technical Skills:** Brand Management, Customer Relationship Management, Sales and Marketing, Negotiation, Analytics, Management Skills, Crisis Management, Business Development, Brand Launch

**Computer Skills:** Microsoft Word, PowerPoint, Excel, Data Analysis, Forecasting

**Industrial Skills:** WSET Level 1 (Wine and Spirits Education Trust)

 **PROFESSIONAL EXPERIENCE**

**Indusbirra Beverages Pvt Ltd, Indore (M.P.) Area Sales Manager July’21 – Currently Working**

* Create marketing budgets to boost sales, decide trade payout based on competitive benchmarking, for both on and off trade
* Creating and implementing **GTM** (Go-to-market) strategies to facilitate smooth entry of a new brand with high entry barriers
* Created and sustained relationship with key accounts in order to convert on trade outlets into exclusive **partnership** tie ups
* Analysed industrial reports to create **benchmarking** and then distribute state level targets into region wide targets
* Documented trend reports in order to provide **business recommendations**, for process improvement
* Travel to other territories in market to tie up with key decision makers and managers at both on-trade and off-trade institutions
* Communicate actively with immediate superior about the competitors’ activities and schemes to develop counter strategies to promote the brand and boost the sales in the assigned territory.
* Improved sales by **6%** through implementation of **trade marketing** schemes such as trade pay out, salesman incentivisation etc.
* Provide boost in business through expansion route, increasing numeric distribution and strategizing key locations and accounts
* Regular market inspections and visits to ensure proper salesperson training and follow up being maintained



**Indospirit Beverages Pvt Ltd, Bhopal (M.P.) Assistant Sales Manager Sept’19 – May’21**

* Handle customer complaints regarding sales, schemes, rebates and inventory for the assigned territory
* Determine discount tactics for on-trade and off-trade outlets, by analyzing industrial trends, demand generation and sales
* Developed an effective **incentivization** plan, through co-ordination with BD Team, boosting sales by **145%**
* Handled customer acquisition through organizing tasting events and goodie distribution to increase word of mouth selling
* Implemented measures to reduce onboarding time of Bro Code, reducing market entry time to **7** months vs **industry norm** of **11**
* Develop plans to drive new business development, through direct sales techniques like cold calling, promotions, spot selling
* Developed business expansion opportunities and GTM strategy implementation from scratch to launch Bro Code in Bhopal
* Led a team of **4**, handling **delivery fleet management**, inventory control and inducting new joiners
* Client generation through lead qualification and conversion, creating revenue source through imported liquor portfolio
* Handpicked by state and national sales heads for a one-month deputation for brand launch and market penetration, amongst **100+** sales team, delivering business revenue worth **Rs. 19.2L**
* Improved **visibility** by assigning standees, lights and banners at key accounts through industry analysis, working with **brand marketing** team
* Researched industrial trends in terms of payout, **competitive pricing**, providing improvement scope



**Moet Hennessy India Pvt Ltd, New Delhi Territory Sales Manager-Retail Jun’18 – Apr'19**

* Analyze data to find out the efficient sales methods,
* Meet with customers to address concerns and provide solutions, enhancing customer satisfaction and overall **brand recall**
* Devise effective territory sales and market strategies in order to push wine portfolios in a cut throat market
* Access sales performance, deciding rewards and improvement methodology by designing **Key Performance Indicators (KPIs)**
* Assisted in creation of **marketing mix** for portfolio management
* Monitor competition with assigned region, improvising on distributor **incentivization** boosting overall brand availability
* Present reports to the Regional Manager, who took them to take crucial state level decision for **business process improvement**
* Evaluated sales team’s efficiency and appraisal prioritization on the basis of data analytics



**Sula Vineyards Pvt Ltd, Gurugram, Haryana Sr. Executive - Sales & Marketing Aug'13 – Jun’18**

* Regularly visit the retail wine shops and on-trade outlets to achieve tertiary sales within the assigned territory
* Assisted performance development by growth enhancement in several brand portfolios
* Conducted a drive to acquire **shelf space** in premium outlets, based on off take analysis along with **cost-benefit** ratio
* Identify both struggling and successful sales initiatives and explore ways to improve on sales metrics
* Created shopper engagement funnel to identify the stages of shoppers drop out and **cause analysis**
* Performed data cleaning & data transformation to convert raw data into useful & efficient format
* Mapped out KPIs like **off-take**, **shelf share**, price point etc. with competitive benchmarking in order to find regional pain points



**Lake Forest Wines Pvt Ltd, Gurugram, Haryana Sr. Executive – Sales & Marketing Apr'11 – July’13**

* Communicate actively with immediate superior about the competitor marketing gimmicks and schemes to initiate **integrated marketing communication** as well as strategies for brand promotion and sales enhancement in the assigned territory
* Analysed **business landscape** vis-à-vis organisational scope as well as competitive awareness and created recommendations
* Compiling and analysing sales figures, to find **gap areas**, **paint points**, opportunities and generate potential business leads
* Regularly review sales data and create reports, to facilitate **strategy execution** for higher penetration and improved delivery
* Travel to several territories throughout Haryana to build relationship with key decision makers and influencers, working with both on-trade and off-trade institutions, increasing business potential and **width of availability**
* Assisted marketing team in **merchandise placement** to improve **brand positioning** and image.
* Regularly visited the retail institutions and on-trade outlets to achieve designated tertiary sales within the assigned territory
* Identified and differentiated between struggling and successful sales initiatives and suggested **pragmatic implementation methods** based on **frameworks**, reducing losses, pilferage, lowered inventory cost, holding cost and boosted revenue output



**EDUCATIONAL CREDENTIALS**

**PGDM - Marketing & Retail Management 2009 – 2011**

Apeejay School of Management, New Delhi with 67%

Major: Marketing Management, Minor: Retail Management

**Bachelor of Science – Computer Science 2005 - 2009**

Govt. Holkar Science College, Indore with 65%

**HSC 2004 - 2005**

Madhya Pradesh Board with 75.33%



**Personal Dossier**

**Date of Birth:** 26th July 1986

**Language:** English, Hindi

**Marital Status:** Married

**Correspondence Address**: 27-E Sudama Nagar, Indore 452009 (M.P.)

**Hobbies:** Outdoor Sports, Cooking