

# Alok Kumar Kushwaha

Email:[alokkushwaha04@gmail.com](mailto:alokkushwaha04@gmail.com)

Mob No: +918400347391

Address: House no-973/

NayaGaon/ Pani ki Tanki/  
New Katni Junction  
Katni  
Madhya Pradesh  
483501

## Experience Summary

### **Prism Cement Limited**

- Working as a Territory sales executive since 15<sup>th</sup> June 2016 and taking care of Morena District.
- **Key Responsibility:**
  - Channel Sales and management, Product differentiation & its positioning, communicating values, Customer relationship, analyzing consumer and business market, Sustaining growth and value.
- **Key Learning:**
  - Exposures to work with global consultant partner McKinsey, successfully completion of DAP & TAP.
  - Segmenting, Targeting and positioning of premium product in the market.

## Educational Qualification

MBA, Marketing (University of Allahabad, MONIRBA)

- MBA, July 2014 – June 2016, Aggregate: 65.60%
- B.Tech: 82.65%
- AISSCE(12<sup>th</sup> STD): 65.66%
- AISSE(10<sup>th</sup> STD): 61.04%

## Training & Certifications

Organization	Coverage	Duration
<b>Reserve Bank of India</b>	Foreign Direct Investment Facilitation & Management by RBI and Its Impact on Indian Economy	8 <sup>th</sup> June 2015 to 31 <sup>st</sup> July 2015
<b>RAL Consumer Products Limited</b>	Market Potential of Kitchen cleaning aids with special reference to Stainless Steel Scrubber	4 <sup>th</sup> May 2015 to 6 <sup>th</sup> June 2015
<b>Mother Dairy Safal</b>	Various Processed and Fresh/Frozen Fruit and Vegetable unit	5 <sup>th</sup> Jan 2013 to 29 <sup>th</sup> April 2013
<b>Dugdh Utpadak Sahkari Sangh Limited</b>	Industrial Training	1 <sup>st</sup> June 2012 to 30 <sup>th</sup> June 2012

## Total Experience

8 Month

## Primary Skills

- Time Management
- Interpersonal & Business communication skills
- Team Work
- Effective Listening
- Quick learning

## Secondary Skills

- Self motivated, initiative, high level of energy
- Decision making, critical thinking, organizing and planning
- Tolerant and flexible to different situations

## Tools

- MS Office tools
- Windows XP/ Vista/ Windows7/ Windows 10

## Languages Known

- Hindi
- English

## Work Authorization

- India

## Career Profile

**Since June 2015**

**Prism Cement Limited**

- **Product Knowledge** - Creating demand for existing as well as new products through regular visits. Understands the placement of desired products in the retail counters of my territory as per customer segmentation. Ensure timely availability of value added services and solutions to customers during construction.
- **Business Planning & Forecasting (Analytical Skills)** - Creates and interprets point in time financial data and measures to drive short and long term decision-making. Gathers and processes market and competitive information to identify potential customers. Feeds back from customer & market information into the sales organization to improve overall organizational sales performance.
- **People Skills & Communication** - Ability to work with and through people. Establishes relationships and undertakes actions to convert prospects into closed businesses. Ability to manage small teams, articulate processes and systems, control and take feedback from the teams.
- **Market and Competition Knowledge** - Understand the geography of my territory with bordering markets and districts. Knows the Competition, their market share, channel strength and weakness, logistics advantage /disadvantage, price positioning, products etc. Understands the importance of Coverage, effective coverage, SOW. TDC of various competitors including secondary freight, CFA Charges.
- **Channel Strategy and Development** - Develops channel for reach and extraction of the network. Develops a plan for core, strategic, and fringe markets as per marketing plan. Able to work with dealers and retailers to develop relationships that motivate and energize the system to maximize share of wallet. Able to segment customers, processes, products, and offers to the appropriate channels.
- **Price & Commercial Management** - Ability to understand, manage & communicate the pricing policy and pricing decisions. Being cost consciousness and understand Dealers profitability. NCR Optimization through Price positioning and market prioritization.
- **Influencer management and Business Development** - Ability to work with Architects, engineers, masons, contractors, developers. Negotiates skillfully in tough situations with external stakeholders, winning concessions without damaging relationships.
- **Customer Management** - Plans sales activities for existing customers using customer data, sales processes and techniques. Prioritizes activities related to customer relationship and service. Establishes and tracks progress toward sales goals and metrics (e.g. sales outstanding, adhering to audit observations) Establishes effective communication links within team to ensure knowledge sharing as well as interdepartmental support
- **Leadership**- Encourages involves promotion & dissemination of information's (schemes / discounts to dealers), influencers, end customers. Inspires, motivates and leads the sales team of WS Dealer, besides motivating retailers and ARs from the front.

## **Personal Details**

Name	Alok Kumar Kushwaha
Date of Birth	27 <sup>th</sup> Feb 1990
Sex	Male
Nationality	Indian
Passport	N/A
Aadhaar Card	511894035471
Pan Card	CCXPK6323F
Permanent Address	Plot 36/ Gangotri Nagar / Jhunsi / Havelia/ Allahabad/211019
Mailing Address	House no. 973/ NayaGaon/ Pani ki Tanki/ NKJ/ Katni/MP/483501
Contact Number	+918400347391/+919752419389

I hereby declare that the information that I have furnished is authentic, and true to the best of my knowledge.

Date:

Place: Gwalior

Alok Kumar Kushwaha