



AMIT NEGI

BG-6/89-D Paschim vihar
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Senior Level Assignments

~ Sales Marketing and service ~ Business Development ~ Channel Management

EXECUTIVE DIGEST

- A competent professional with **nearly 15 years of experience in Sales & Marketing, Business Development, Channel Management and Team Management.**
- Proficient in managing business operations encompassing finalisation of strategic alliances, market analysis and development of products based on market/ customer specifications.
- Dexterous in handling business development, identifying & **Developing new markets, lead generation, client retention & achieving targets.**
- Experienced in establishing developed **strong network of channel partners –**
- **Dealers, Architects, Interior Designers, Builders, customers in generating better sales/service** to widen product distribution and deeper market penetration.
- Keen customer centric approach coupled with flair for executing business-oriented and profit-driven strategies, keeping market specifics / specified time deadlines in view.
- An effective communicator with strong leadership, coordination and analytical skills and brand building.

THE BUSINESS SKILLS

<i>Strategic Planning</i>	⊕ Overseeing complete business operations with accountability of profitability, forecasting monthly/ annual sales targets, & executing them in a given time frame.
<i>Sales & Marketing</i>	⊕ Identifying and developing new streams for long-term revenue growth and maintaining relationships with customers to achieve repeat/ referral business.
<i>Business Development</i>	⊕ Liaising with corporate/ institutional clients for securing business; sustaining healthy business relations with key accounts for repeat/ referral business.
<i>Channel Management</i>	⊕ Utilizing client feedback & personal network to develop marketing intelligence for generating leads.
<i>Market Analysis</i>	⊕ Identifying streams for revenue growth & developing marketing plans to build consumer preference.
<i>Techno Commercial Sales</i>	⊕ Identifying and networking with financially strong and reliable channel partners, resulting in deeper market penetration and reach.
<i>Sales Promotion</i>	⊕ Extensively trained teams and channel partners on developing and expanding market, market penetration, product features, target segment, selling skills, business processes, requirements, etc.
<i>Key Account Management</i>	⊕ Assessing credit worthiness of the channel partners before giving those products on credit; monitoring and following up with them for the timely recovery of payments.
<i>Team Management</i>	⊕ Recruiting team members, grooming them and monitoring their performance to ensure efficiency in operations and meeting of individual & group targets.

EMPLOYMENT SCAN

Oct' 08 : COLSTON BATH & SPA (p) Ltd. as a REGIONAL MANAGER .

Role:

- ⊕ Administered sales, marketing & service of Bath Tubs, Shower Panels, Steam Rooms, Steam Generators, Shower Partitions, Shower Enclosures, SPA's, Swimming Pool, Sauna Rooms & Pressure Pumps. I am doing great job in

promoting the brand all over **Delhi/NCR tour basis PUNJAB,HIMACHAL,M.P AND CHATTISGHAR MKT.**
LOOKING CHANEL SALES ,DISTRIBUTER NETWORK.

- ✦ Identifying prospective clients, meeting with **Architects, Builders, Developers**, negotiating and closing contracts.
- ✦ Developing sales through **Dealers, Distributer & Retail network.**

Feb' 06 – Sep' 08: Roma International (P) Ltd. as Sr. Sales Officer

Role:

- ✦ Administered sales and marketing of ROMA Bath Tubs, Shower Panels, Steam Rooms, Steam Generators, Shower Partitions, Shower Enclosures, SPA's, Swimming Pool, Sauna Rooms & Pressure Pumps .And Roma has launched a brand called ROKA which is a manufacturer of sanitary and CP fittings .I have to sell the imported products which are launched from Spain from a big company called Roka. I did a great job in promoting the brand in west Delhi & Gurgaon.
- ✦ Developed network of sales through Sanitary Shops, Sanitary Consultants, Engineers, **Architects and Interior Designers.**
- ✦ Led the installation of Steam Rooms, Bath Tubs and Shower Panels.

Attainments:

- ✦ Achieved target for the entire financial year.
- ✦ Responsible for developing client base across the state.
- ✦ Successfully attained 100% of the assigned target of the year 2006-2008.
- ✦ Developed effective principle dealer working relations with all dealers of and maintained the same.

PROFESSIONAL QUALIFICATION

2004 Completed **B.A (Arts)** from Delhi University.
2001 Sr. secondary passed from C.B.S.E. Board.
1999 Secondary passed from C.B.S.E. Board.

IT SKILLS

Programming Languages : MS Office
OS Administration : Windows 95/98/2000

PERSONAL DETAILS

Date of Birth : 18st December 1983

Marital Status : Married
Linguistic : English, Hindi
Address : BG-6/240. Paschim vihar
New Delhi -110063

DATE :

P L A C E :

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