



SAGAR GUPTA

Middle Management Professional

Acknowledged for strengthening companies to lead in highly competitive markets and delivering **innovative concepts & strategies**, targeting senior level assignments in **Channel Sales, Distribution Management and Retail Operations** with an organization of high repute, Versatile experience of handling end to end Business Development.

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Profile Summary

- ▶ **Experience of 3.5 Years** in Sales/Marketing **automobile sector** in 4-Wheller Market.
- ▶ Established retail environment that encourages **positive customer experience** and promotes realization of sales targets Qualitative
- ▶ experience of managing **Distributor Handling, end-to-end Sales & Marketing Operations in the Market.**
- ▶ Responsible for meeting **revenue targets** from the existing **Distributor.**
- ▶ Reporting the performance of **lead generation** to the all **Senior Management Team.**
- ▶ Skilled in formulating and devising the **business plan, strategic direction to achieve business targets**
- ▶ Analyses the sales market and provide inputs to the management.
- ▶ To develop on the **job performance and skills required to achieve business objectives**
- ▶ Creating **Marketing and Communication Plan**, based on past **data analysis**, and on recent trends to suit business needs.
- ▶ Maintain **healthy business** relation with client to **generate more business** in the form of new order
- ▶ Demonstrated ability to effectively work through conflict and **maintain/grow relationships.**



Selected Highlights and Contribution

Select the Right Target Audience, Promote the Brand to target audience. Possess in-depth product knowledge and communicate the same effectively to prospects.

Sets marketing and sales schedules and strategies coordinate with other professionals to implement schedules and strategies.

Responsible for meeting **revenue target** from the **existing Distributor.** Generate the profit for the company as per designated territories.



Core Competencies

Strategic Planning & Alliances

Sales & Business Development

Key Account Management

Channel Sales Management

Retail Operations

Sales & Distribution Management

Relationship Management

Market Intelligence

Team Management



Timeline



2016
B.Tech. in Industrial & Production from Institute of Technology, Guru Ghasidas University, Bilaspur

2019
Master of Business Administration in Marketing & Sales from SVKM's NMIMS, Mumbai

April'17-Feb'19
Business Development Executive, Mann & Hummel Filter Private Limited

March' 19 – Till Date
Area Sales Manager, Mann & Hummel Filter Private Limited



Work Experience

Area Sales Manager, Mann & Hummel Filter Pvt. Ltd., Haryana

Mar'19 – To Present

(Global leader and expert in the field of filtration. Products in 100% OE Quality is trusted around the world.)

Key Result Areas:

- ▶ Sourcing New **Authorized Distributor** for Mann Filter to aid the company's vision of market Expansion.
- ▶ Developed and **expanded territory** through prospecting and lead generation, thus increasing customer base and **exceeding sales** quotas, provided a professional **excellent level of customer service** with existing and new.
- ▶ Formulating strategies to maintain **target margin** and **tonnage per customer** by predicting customer demand & selling price
- ▶ Analyzing market, benchmarking price and **quality** across various markets.
- ▶ Identified trends and **business development opportunities** in assigned territory.
- ▶ **Inventoried stored stock** and assisted management with re-orders.
- ▶ Setup product displays in client stores for **designated territories**.
- ▶ Ensured **products and promotion** knowledge of **sales personnel selling to customers**.
- ▶ Continuously following up to **convert them into orders**.

Highlights:

- ▶ Developing a strong relationship with clients (**Distributor/Dealer/Whole-seller/Retailer Channel/Workshop Channel/Mechanic**) within the designated territory.
- ▶ Responsible for meeting **revenue target** from the **existing Distributor**.

Business Development Executive, Mann & Hummel Filter Pvt. Ltd., Delhi/NCR

Apr'17 – Feb'19

(Global leader and expert in the field of filtration. Products in 100% OE Quality is trusted around the world.)

Key Result Areas:

- ▶ Conceptualized & finalized **Annual Operating Plan** for all distributor and ensured the revenue target are met by them
- ▶ Responsible for developing a strong professional network and utilizing that network to bring in new business referrals on regular basis.
- ▶ **Daily Market visit** and maintaining existing clients and making new clients.
- ▶ Established various operational, sales & marketing **standard operating protocols**
- ▶ **Increased market share** against an established competitor and developed an extensive network of clients.

Highlights:

- ▶ Resolved customer **queries and issues**, ensuring **customer satisfaction**.
- ▶ Exceeded first year **sales growth** target by **nearly 30%**.
- ▶ Coordinated with **all distributors** to **implement** the promotion program structure for the existing client.
- ▶ Introduced an app based referral platform for Client which accelerated the **product knowledge**.



Education

- ▶ MBA in Marketing & Sales from SVKM's Narsee Monjee Institute of Management Studies (NMIMS), Mumbai in 2019
- ▶ B.Tech. in Industrial & Production from Institute of Technology, Guru Ghasidas University, Bilaspur in 2016



Certifications

- ▶ Social Work in Service and Support as member of the team "**PRAYAS**" to establish "**HOSTEL LIBRARY**" in Swami Vivekananda Boys Hostel (Guru Ghasidas Vishwavidyalaya), 2015.
- ▶ Certificate of Participation in "**ROBO-FREAK**" A Robotics workshop held on 2011, Organized by Embedded Research & Development Centre, Samalkha Group of Institutions.
- ▶ Junior Executive of "**Marketing committee**", in EQUILIBRIO 2K15 of GGV, 2015.
- ▶ Awarded **Second** Position in Light Camera Action Competition an Event **EQUILIBRIO-2K15**.



Technical Skills

- ▶ MS Office
- ▶ Tally



Personal Details

Date of Birth: 15th October 1994

Languages Known: English and Hindi

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