



OBJECTIVE

Career Statement : I would like to work in competitive and challenge work environment to contribute the best of my ability towards the growth and development of progressive institute.

INDUSTRIAL EXPOSURE.

A dynamic professional with 12+ years of rich experience in Sales & Marketing, Business Development, Product Launch, Product Promotions and Team Management.

Expertise in managing business operations with key focus on top line profitability by ensuring optimal utilization of resources. Result oriented record of streamlining the working SOPs for enhanced operational effectiveness.

Demonstrated abilities in cementing healthy relationship with the clients for generating business and leading workforce towards accomplishing business and corporate goals.

An effective communicator with excellent relationship building & interpersonal skills. Strong analytical, problem solving & organizational abilities. Possess a flexible & detail oriented personality.

EXPERIENCE

Xotik Frujus Pvt. Ltd
Zonal Refreshment Manager

Jan-2022 - Till date

Responsible for primary sales through CNF as well as distributions.

Responsible for managing sales growth in key accounts as well as managing relationship with distributor's network .

Handling four ARM's assigned territory.

Maintain Key MIS report, understand competition, customer & market intelligence.

Implementing a complete RTM strategy, Recruit, train and develop a strong sales team to execute RTM strategies.

Developing and maintaining distribution infrastructure in the assigned territory's.

Planning and executing sales promotion activities.

Setting Annual Operating Plan and coverage and productivity targets.

Training the sales team with required Msell technology, tools and techniques.

Collect and maintain sales, inventory, claims, schemes utilization, POSM, sampling & performance reports.

Responsible for primary sales through CNF as well as distribution.

Handling 7 Sales Officer in assigned territory.

Tracking secondary sales target vs achievements.

Planning for meeting through S.O and DSM personally arrange the meeting scheduleds of clients.

Collecting the daily sales reports through sales associates and forward to Zonal Sales Manager.

Planning and executing sales promotion activities.

Developing a complete understanding of key account needs. Anticipating Key account changes and improvements.

Responsible for Primary Sales through super stockiest as well as distribution.

To achieve SKU wise achievement of monthly basis maintaining and development relationship with existing super stockiest distribution.

As via meeting. Assigned territory with the sole of accountability for business relationship with associate.

Handling four field officers & 15 Promoters associates in assigned territory.

Full responsibility to achieve their businesses targets from Delhi Ncr and its surrounding regions.

Prepare the sales strategies along with team & distributor's to identify high volume sales in monthly wise.

Weekly and monthly sales report sent through mail & hard-copy to National Head.

Collecting the daily sales report through sales Team & forward to National Head.

Keeping track of our existing accounts satisfaction & reporting on their status to the organization weekly & monthly wise.

Generate the primary sales through super-stockiest & secondary sales through Distributor's as well as retailer through Sales Associate team.

Handling 2 super-stockiest and 12 distributors, four Sales Officers & 12 Sales Representative.

Monthly and weekly SKU wise achievement review meetings with higher Management.

Prepare the sales strategies along with SO & SR, and discuss distributor's wise to identify high volume Sales.

Full responsibility to achieve the bussiness targets from south delhi and gurgaon regions.

Collecting the daily sales reports through sales associates and forward to Regional Sales Manager.

Maintaining the Daily Sales Report along with sales associate and verified by me and submitted to company monthly wise.

We launched three products (Saycheez snacks, Jeera snacks biscuits & Rich Obsession biscuit's) successfully in Delhi NCR.

Attend meeting in head office Monthly wise for planning and review of the market growth as well as forth comings planing and focus of upcoming sales.

Bagrry's India Limited
Sales Executive

Jan-2011 - Sep-2014

Responsible for primary & secondary sales through distributor and retailers.

Prepare the sales strategies along with senior to identify high volume sales.

Regarding sales and oder information and sending copies to ASM.

Handling Keys Outlet in assign area. Gaining a clear understanding of retailer requirement.

Handling and motivating the teams and also distributor to achieve desired targets monthly wise.

Monthly SKU wise achievement target report send copy to ASM.

Reviewing own sales performance, aiming and achieve through ASM via meeting or excited desire targets.

EDUCATION

Sam Higginbottom University of Agriculture, Technology and Science University in Allahabad,Uttar Pradesh 2007
Bsc IT

Maharshi Dayanand University Rohtak, Haryana
MBA

2010

SKILLS

* Strong ability to drive high productivity and lower costs. * Strong ability to balance support priorities for maximum business success. * Strong team player who is able to work across multiple functions and disciplines. * Strong attention to detail. * Expertise in effective and efficient desk-side support services; strong ability to manage and resolve end user support issues. * Strong organizational skills and ability to prioritize. * Capability to understand Northern Glazer's application portfolio as well as how the different systems contribute to daily business operations. * Strong communication and influencing skills. * Strong intellectual rigor and commercial awareness.

PERSONAL STRENGTH

Ability to Prioritize
Attention to Details
Interpersonal Skill
Positive Attitude

INTERESTS

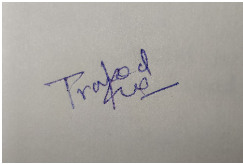
Playing Cricket, Listen Music, Reading.

LANGUAGES

English & Hindi

PERSONAL DETAILS

Date of Birth : 14/11/1985
Marital Status : Married
Nationality : Indian
Hobby : Traveling
Passport : S6401199



PRAMOD SINGH