



SAURABH SHARMA

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PROFILE SUMMARY

- A focused professional with **having 5.4 years** of experience in **Sales & Distribution** in **Retail industry**.
- Presently associated with Paytm Ecommerce Pvt Ltd based noida as Key Account Manager with nearly 1 year & 8 months of experience. Looking after Cars & Bikes Category.
- Previously associated with **Somany Ceramics Ltd based Gurgaon** as **Senior Territory Manager** with nearly **10 months** of experience.
- Previously associated with **Saint Gobain India Pvt Ltd based Bathinda** as **officer Retail Sales** with nearly **2.10 years** of experience.
- Proficient in establishing and nurturing business relationships with current and prospective customers in the assigned territory / market segment to generate new business for the organization's products / services
- Efficient in chalking out methods to determine the best methods of promoting products; developing and updating knowledge of own products and the competitors' products
- Skilled in growing market share for the organisation by contributing in primary and secondary sales

CORE COMPETENCIES

Sales	Marketing	Competitor's Analysis
Revenue Generation	Client Relationship Management	Product Awareness Programs

ORGANISATIONAL EXPERIENCE

Key Account Manager :: Paytm E-commerce Pvt Ltd	Oct 2018- 17June2020
<u>Key Account Manager with Paytm</u>	

- Working as an Key account manager for Automotive category.
- Responsible for managing various components of the P&L, determining customer market needs, analyzing & reducing customer escalations, growing selection across sub-categories & brands.
- Handle relationships with brands at an operational level that included planning business volumes & conducting reviews. Handling 300+ dealers Account for Brands like Hero, Honda, TVS, Suzuki, Bajaj and Yamaha & Renault.

Following are the KRAs:

- Responsible for creating dealer incentive program & driving it to ensure maximum dealers are transacting on Paytm Mall.
- To create, maintain & enhance relationship with the Regional/Zonal Heads of respective brands.
- To generate and achieve the monthly GMV target for the region.
- Responsible for New Dealer/ Brand on-boarding.
- Accountable for Quick resolution of Consumer Social Escalations.
- Regularly visiting the Key Accounts for relationship enhancement and sustainable business.
- Also looking after FASTag Sales of region Punjab & Chandigarh..
- Looking after Paytm Payments Banks which includes Qr code & EDC machine.

Key Result Areas:

- Executing sales & distribution of **Somany Ceramics Ltd** for **Gurgaon**
- Ensuring addition of new dealers to the network
- Managing sales and market share by contributing in primary and secondary sales
- Playing a key role in achievement of monthly sales targets through product mix and visibility
Achieved Sales Targets for Ceramics Wall and Floor , PVT Soluble Salt and Double Charge , Durastone.
- Worked towards increasing product awareness and the usage of Double Charge by adopting measures such as on-spot product demonstrations, house visits and so on.
Converted projects to drive numbers by 35%.
- Identifying stock requirements and ensuring proper stock availability
- Conducting implementation of below the line activities for different types of Tiles
- Interfacing with distributors to ensure proper distribution activities
- Enabling management and growth of the territory in terms of sales and brand image
- Contributing in collection of C-Forms .

- Executing sales & distribution in Saint Gobain Glass for Punjab and Himachal Pradesh
- Executed market promotional programs such as Subretail activity, Inshop meet , Mr. Build activity to drive numbers; enhanced sales by 44%
- Achieved sales targets for Clear Thin and Thick Glass by executing the distribution strategy at the channel partner level
- Worked towards increasing product awareness and the usage of Sunban Glass by adopting measures such as on-spot product demonstrations, house visits and so on.
- Assisted in promoting sales of Planlilaque in stores and achieved maximum sales in the same category within a span of April- June 2015
- Recipient of Best Campaigning Award for outstanding performance in 2014
- Recipient of Highest Sunban Sales Award for outstanding performance in 2015

ACADEMIC DETAILS

- PGDM (Marketing & HR) from Jagan Institute of Management Studies, New Delhi in 2014 with 63.4%
- B.Tech. (Biotechnology Hons.) from Lovely Professional University, Location in 2011 with 70.20%
- 12th from MDK Arya Senior Secondary School (CBSE), Pathankot in 2007 with 66%
- 10th from DAV Centenary Public School (CBSE), Batala in 2005 with 82.2%

IT SKILLS

- MS Office (Word, Excel & PowerPoint)