

YASHWANT KUMAR SONI

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CAREER OBJECTIVE:

A Challenging Position that will enable me to contribute to Organizational goal while offering an opportunity for growth & to work with an innovative technology.

SPECIALISATION:

Marketing

SOFT SKILLS:

Adaptability, willingness to learn, team work, optimistic & cheerful

EXPERIENCE:

1.Worked as a PRE SALES REPRESENTATIVE in SMV BEVERAGES (FRANCHISEE OF PEPSICO'S) From 10 July 2009 to 20 June 2011.

Responsibilities:-

- Handle the sales and services of beverages(cold drinks)
- Achieving allotted sales target.
- Branding and Promotion of the company products.
- Maintain relation with existing customers and generate the new orders
- Checking and maintaining the monthly sales of the products.
- Organizing promotional activities to increase the brand awareness and sales of the company products.

2.Worked as a SALES REPRESENTATIVE in SANGHVI ENTERPRISES (Sister Concern of HINDUSTAN PENCIL PVT LTD) From 14th July 2011 to 31st August 2018

Responsibilities:-

- **SALES:** To maximize the sales of the company's products in the territory allotted through the preparation of sales budget
- **DISTRIBUTOR MANAGEMENT :** To motivate and develop the company's distributors in the territory allotted
- **COMPLAINT HANDLING:** To act forthwith on complaints received regarding the company's products or any other matter as per the guidelines laid down such that speedy and appropriate action is taken thereon
- **SALES PROMOTION:** To carry out diligently, sales promotion work as per guidelines laid down including promotion of company's products
- **MERCHANDISING:** To carry out diligently, merchandising activities as per guidelines laid down.
- **COMPANY'S POLICIES:** To work within the framework of the relevant company policies and guidelines laid down.

- **REPORTING:** To submit meaningful report as pre-determined intervals on all relevant matters including sales performance, Retailing network, opportunities, competition, market condition etc.

3. Worked as Assistant Manager (Sales & Marketing) in Suguna Foods Pvt Ltd from 6th September 2018 to 7th September 2021

Responsibilities:-

- Responsible for the regional sales
- Ensure price Fixation
- Ensure Collection of sales proceeds and organize for its remittance at the region
- Traders relationship
- Sales as per daily budget
- Draw Customer satisfaction action plan and ensure customer satisfaction
- Customer visit
- Implement the regional sales plan based on the regional business plan

PRESENT STATUS:

Working as TSM (**Sales & Marketing**) from 10th November 2021 to till date in **FRAPKS SANITERYWARE PRIVATE LIMITED (RUDRAKSHA AND SWAT TILES)**

ROLE:

To enhance the interests of the company in the sales and marketing in the territory allotted and act as a vital link between company and its customers in the allotted territories.

ACADEMIC QUALIFICATION:

MBA from CRIM, UTD, Barkatullah University, Bhopal (2009)
B.Com from Govt. JNS College Shujalpur from Vikram University (2004)
12th from school no.1, Shajapur M.P. board (2000)
10th from SRCC School, Shujalpur M.P. board (1998)

COMPUTER PROFICIENCY:

MS office, basics

PERSONAL DETAILS:

Name	:	YASHWANT KUMAR SONI
Father's name	:	Mr. L.N SONI
Date of Birth	:	10/05/1983
Marital Status	:	Married
Nationality	:	Indian
Language Known	:	English & Hindi
Strength	:	Honesty & Dedication towards goal

I do hereby declare that all the information furnished above is true to the best of my knowledge and belief.

Date:

Place: BHOPAL

YASHWANT KUMAR SONI