

SANDESH KADAM

HIGH-IMPACT & VALUE-DRIVEN SENIOR SALES MANAGER

Distribution Management ✦ Key Account Management ✦ Business Management ✦ Real Estate Projects Sales

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PROFILE SUMMARY

11+ years of experience - implementing strategies for optimization of distribution network, managing key accounts (builders & architects); improve investment levels of trade partners as well as formulation and implementation of working norms. Expertise in helping the dealer to view business strategically and make them adopt company's vision of brand building. Skilled in building and harnessing strong business relationships at all levels within all channel partners to ensure targets are exceeded YOY. A top sales performer with natural aptitude to identify & capitalize upon opportunities – possess knowledge of screening new projects to determine the financial viability of new ventures; projecting growth opportunities for raising fund & non-fund-based facilities.

CORE COMPETENCIES

Sales & Business Development	Dealer Identification	Market Research & Analysis
Channel Management & Partnership	Distribution Management	Project Sales
Key Account Management	Market Development	Key Account Management
New Product Launch	Territory Management	People Management

- **Distribution Management:** Strengthen the network of distributor and channel partners across assigned territories for deeper market penetration & reach; establish distribution system of the company & maintain smooth operations across the units.
- **Key Account Management:** Initiating and developing relationships with key decision makers (builders & architects) in target organizations for business development. Identifying prospective clients from various sectors, generating business from the existing, thereby achieve business targets.
- **Channel Management:** Increase market share and dealer "share of wallet", establish distribution policies, while evaluating and enhancing channel relationships, technologies, processes, and tools.
- **Project Sales:** Forecast periodic sales targets & driving project sales initiatives to achieve business goals & manage frontline sales team to achieve them. Manage receivables collections to ensure nil out standings.
- **Business Development:** Identify prospective clients; generate business from the existing clientele, thereby achieving the business targets. Strategize the long term business directions of the region to ensure maximum profitability in line with organizational objectives.

EXPERIENCE

Nov 2020 - Present: Simpolo Ceramic Pvt. Ltd., Mumbai, Maharashtra | Sr. Area Sales Manager

- Responsible for distributor/sub-dealers and direct dealers for Upper Thane/Navi Mumbai & Raigad Area
- Headed entire sales and distribution, development activities of business starting from lead generation, negotiation and closing order along with timely payment collection of the assigned area
- Studied the gap areas and took necessary action by appointing new distributors and direct dealers as per the requirements
- Effectively coordinated post orders internally with the organisation and externally with the client
- Closely tracked competitors' activities in terms of rates/new product launch
- Liaised with clients, architect, interior designers, builder, dealers and sub dealers to increase sales and promotion for the products
- Provided consistent partner management to ensure partners develop their sales, pre-sales and delivery capabilities in-line with designed strategy
- Performed monthly sales forecasting and competitive analysis to determine accurate performance levels and need for growth into current and additional vertical markets & product categories
- Steered business planning & performance management of distributors, including development and execution of joint sales plans, local area marketing, staff coaching, recruitment, pipeline management and hosting constructive meetings

Jan 2018 - Mar 2020: Ariston Thermo Group, Mumbai, Maharashtra | Assistant Manager

- Led the Distributors & Direct dealer's Racold Geysers sales for Navi Mumbai and Lohar Chawl area
- Identified new counter for developing untapped market and converting them into sales deals
- Tracked secondary sales of distributor for retail market development and planned primary sales as per secondary sales
- Expanded business with new builders, plumbing contractors & projects dealers
- Managed existing key accounts and developed new account from the given territory
- Developed new market through scanning to increase number of customer or new project client
- Achieved sales target aligned with respective product line for Products HWS

Significant Accomplishment

- Successfully appointed:
 - 3 distributors with Average Turnover of 30 lacs in south Bombay and Navi Mumbai
 - 4 new direct dealers and 2 Project Dealers in Mumbai Area with this new development to achieve sales of 1 Cr. on monthly basis

Sep 2015 - Jan 2018: Jaquar& Company Pvt. Ltd., Mumbai, Maharashtra | Area Sales Manager

- Created opportunities for Jaquar& Co. Pvt. Ltd. in projects and retail by actions and initiatives in the regions
- Efficiently managed the business in the defined geography (New Bombay/Raigad)
- Expanded business with new builders, plumbing Contractors & projects dealers
- Managed existing key accounts and developed new account from the given territory
- Actively involved in planning, business development and closing deals and partnering with the clients
- Facilitated sales promotion activities and supported marketing activities & training
- Bagged new opportunities to sell product & services and developed new account relationships by preparing & presenting proposals to clients utilizing firm's resources and tools
- Ensured the market activity and competitors rate comparisons in ongoing and new projects
- Expanded new projects dealers and brought Jaquar products through architects and interiors
- Built project funnel for Jaquar& Co. Pvt. Ltd. by actions and initiatives in the region
- Looked after the business in the defined geography (Mumbai/Navi Mumbai/Thane/Raigad).
- Engaged in building builder's and project dealers' network for Jaquar in (New Bombay/Thane/Raigad)
- Took initiatives launched by organization in the regions which may not be limited to the function of incumbent

Apr 2010 - Sep 2015: Somany Ceramics Ltd., Mumbai, Maharashtra | Territory Manager

- Supervised Dealers & Sub Dealers Network and benchmarked targets in retails & project sales facilitate demand generating activities like giving schemes to sub-Dealers, holding branding activities for dealers and sub dealers' counters
- Effectively handled client complaints and resolved payment issues, claim settlements, etc. channel partner
- Closely monitored complete display & brand visibility and visual merchandising on dealers & sub dealers counters
- Generated reports on dealer's sales and sub dealer's secondary sales data
- Regularly met Architects, Interior Designers, Builders and Contractors and delivered presentation on companies' products
- Engaged in attending and converting the prospective customer to generate revenue by selling targeted products & services
- Built and maintained healthy business relations with clients and ensured high customer satisfaction matrices by achieving delivery & service quality norms
- Implemented sales promotion plans & new concepts to generate sales for achievement of targets; coordinated the promotional activities for new releases & special products
- Trained new members, monitored performance of different sales personnel and compared to the month's objectives

EDUCATION

- MBA in Marketing & Finance | Indira School of Career Studies, Pune, Maharashtra, India | 2010
- Graduation in Commerce & Management | Sinhgad College of Arts & Commerce, Pune, Maharashtra, India | 2007

PERSONAL DETAILS

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