

CHANDER SHEKHAR

S/o P.C Sharma, H.No. 38, Lane-1 Roop Nagar, Jammu, 180004, Jammu & Kashmir

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Over **12 Years** of rich experience in Sales and operations, Marketing Management, Business Development, Retail Operations, with various organizations. Experienced in making new distributions identifying new markets & implementing the strategies to achieving sales growth. Have skills in building product visibility, reviewing and interpreting market response to facilitate product improvement & contribute towards the growth of an organization. An effective communicator with excellent relationship building & interpersonal skills, problem solving & organizational abilities, possesses a flexible & detail-oriented attitude.

STRENGTHS

- ✓ Tracking competitor activities & providing valuable inputs & new features addition for fine tuning the selling & the marketing strategies. Building product, reviewing & interpreting the market response to facilitate product.
- ✓ Prepare all the transfer orders to replenish the showroom/Retailer stock. Make sure all the required quantities of products are displayed in the showroom/Retailer and eliminate the stock shortage.
- ✓ Capable of explaining all the information of the products as well as communicating the use of all the products in the most professional and efficient way. Develop and maintain an in-depth knowledge of the product's features, and future road map.
- ✓ Identify opportunities for marketing campaigns, partnering, referrals and distribution channels that will lead to an increase in sales. Core strength at developing channel and building a marketing team.
- ✓ Ability to establish direct rapport with customer in effort to provide better service. Exposure and ability to understand customer requirement and resolve them.
- ✓ Analyze the latest market trends through market study and tracking competitor activities. Coordinating between Operations, Logistics and Finance functions for providing quality service.
- ✓ Ability to schedule tasks for achieving the pre set goals within time, quality & cost parameters.
- ✓ Proficiency at grasping new concepts, identifying opportunities and utilizing the same in a productive manner. Ability to understand the critical needs/requirements of customer and contribute towards resolving the issues.
- ✓ Good experience of handling prints and audio-visual media for product positioning and brand building.
- ✓ Natural at interpersonal skills combined with effective communication skills and negotiating power.
- ✓ A professional with willingness to learn and upgrade on knowledge and new systems, besides having effective time management skills.
- ✓ An energetic and confident individual with positive attitude, having flexibility in approach and ability to manage work related pressures, also delivery conscious.
- ✓ Data analysis and interpretation. Keeping track for reports on daily basis. (Revenue reports, Gross Report, Team performance report, Zone performance report etc.)
- ✓ Supervising & monitoring the performance level of the service staff for ensuring superior customer service and mentoring staff members for the accomplishment of service.
- ✓ Responsible for day to day operations like managing reports, forwarding reports to head office, discussing current work issues & devising solutions for enhanced operations.

PROFESSIONAL EXPERIENCE

- ✓ **State Store Lead** at Reliance Jio Limited (RJIL) (Feb.2020 to at Present).
- ✓ **State Lead Jio Phone Support** at Reliance Jio Limited (RJIL) (October 2017 to Jan 2020).
- ✓ **State Lead Sales Planning Support** at Reliance Jio Limited (RJIL) (May2015 to Sept. 2017)
- ✓ **Territory Sales Manager** (TSM) at Bharti Airtel Ltd. J&K (April 2011 to May 2015)
- ✓ **Sales Coordinator** at Bharti Infratel Ltd., J&K (March 2010 - February 2011)
- ✓ **Syncpro Solutions Pvt. Ltd.** (Business associated with Idea/Aircel) March.2009 to Feb.2010.
- ✓ **Sales Coordinator** at Bharti Airtel Ltd., J&K (1st May 2008_To_28th Feb.2009).

Job Responsibilities

- Monitoring the operation of **45 retail stores** to meet bottom-line and top line profitability.
- Recruiting, training, and managing staff around (**90 store Manager's**) to enforce store value and company growth. Executing monthly staff performance evaluations to make necessary improvements.
- Handling Device Channel distribution of Jio state Kashmir, having twelve RDS and 32 ARD in the territory and seven RSO's and 52 (DSS/oDSS) on roll employees.
- Monitoring Outlet coverage & competitor activities. Responsible for developing, executing and monitoring sales and distribution plan in the zone in order to ensure achievement of sales targets.
- Managing, monitoring and supervising channel sales Retail, Devices as well as Connectivity.
- Establishing new, and maintaining existing, long-term relationships with customers;
- Meet assigned targets for profitable sales volume and strategic objectives in assigned territory/accounts.
- Prepare quotations, proposals and presentations based on the customer's product and service requirements.
- Support marketing activities by attending trade shows, conferences and other marketing events. Making presentations and demonstrating how a product will meet client needs.
- To achieve the required Revenue target for Primary and Secondary Revenue month wise in all criteria.

Distribution and Retail Responsibilities:

- Creating initiatives, designing events, planning of merchandising and execution of marketing events for increasing sales drive.
- Building brands through distribution, merchandising, displays, Sales promotions, van operations etc with the focus of achieving targets and augmenting business
- To ensure minimum of 7 days of stock level at the distribution points.
- Keep close vigil on Competitors activity and update to marketing department.
- To engage Field Sales Executive's through training and other target base gifts.
- To ensure complete and timely flow of information regarding products, services, schemes etc. from company to retailers.
- Overall responsibility for smooth running of the customer's relationship Centre.
- Ensure 100% TAT Compliance for service provisioning request/ customer resolution complaints.
- Ensure money stock balance at all money retailer based on at least one retailer from each site & all high revenue retailer base.

Business Health Responsibilities:

- Maintaining high evaluation score above 95% for audit, quality control and store hygiene.
- To expand retail base in the territory (Device and connectivity channel).
- To ensure minimum >8 transacting URO and >3 SIM selling outlet per site.
- Make rectification in the no. of sites having less than Rs 1 lac of revenue/month.
- To ensure minimum of 50% utilization of each and every site in the territory.
- To ensure circulate reports on time with assigned channels.
- To ensure arrange training program for assigned channel employees.
- To ensure market visibility in my assigned territory.

Responsibilities and Achievement:

- ~ The North region of the country has been recognized as a consistent top performer in store operations over the past 3 months as well as 2nd highest store productivity in Pan India.
- ~ I have been rated outstanding performer quarterly 2016 in JIO.
- ~ I have been rated outstanding in Airtel 2014.
- ~ From almost last two year all the targets have been achieved.
- ~ Achieved overall market share of 42%, moving up from 29% in an extremely competitive marketplace over a two year time period.
- ~ Launched successfully Airtel Money, DTH and 3G business within specified time frame.
- ~ Handling two Distributor and sales channel to meet top line and bottom line targets.
- ~ Ensure brand visibility by devise and implement promotional strategies.
- ~ Internet selling outlets penetration leveling 90 – 95 % every month.
- ~ **Recognized as consistent performer**, gained top positions in Inter-Zone Contest (SPARK OF THE MONTH) held in June 2008.

TRAINING UNDERGONE

- ✓ Team Building & Time Management

ACADEMICS

- ✓ **B.A.**, Ch.Charan Singh University Meerut, 2004.
- ✓ **Done** "O"LEVEL course from **DOEACC SOCIETY** for One year.
- ✓ **Done** "CCCC" (Certificate in Computer Concept Course) from **DOEACC SOCIETY** for Six month.

PERSONAL DETAILS

- ✓ Date of birth: 5th Jan, 1980.
- ✓ Fluent in Hindi, Dogri and English.
- ✓ Alternate Email ID: cssas14@gmail.com

BEHAVIOR CHARACTERISTICS

- ✓ Commitment to quality and results.
- ✓ Responsibility.
- ✓ Sincere in attitude.
- ✓ Presentation and leadership skills.
- ✓ Excellent problem-solving skills.