

A result-oriented and persuasive professional with nearly 6 years of experience in multiple phases of **Channel Sales & Dealership Management**, striving for challenging senior level assignments with an organization of high repute

PROFILE SUMMARY

- Dynamic career of nearly 6 years that reflects extensive exposure in **Sales, Marketing & Dealership Management** and year-on-year success in achieving business growth objectives in established organizations
- Efficient in creating **detailed account strategies** for key business through information gathering, competitive analysis, strategic plan formulation, identification of value proposition, sales budgeting and action plan initiatives and implementation
- Pioneer in directing business in new growth areas and cross-functional teams using interactive and motivational leadership.
- Excellent communication & people management skills in developing procedures and service standards for commercial excellence.

KRISHNA KUMAR SINGH

☎: 7007036587, 9005648888

✉:

krishna.khushi08@Gmail.com

CORE COMPETENCIES

Channel Sales
Dealership Management
Brand Promotion
Channel Expansion/Development
Sales Forecasting
Distributor Network Management
Product Marketing
Team Management
Campaign & Promotion

ORGANIZATIONAL EXPERIENCE

Kokuyo camlin limited, Jhansi
Sales officer, Copy division

(Feb'2017-2018)

Area covered:- Jhansi, Banda

Kokuyo camlin limited, Etawah
Sales officer , scholastic division

(Apr'18-Aug 20)

Area Covered: Etawah / Farrukhabad

Kokuyo camlin limited, Lucknow
Sales Officer , Fine Art and Hobby division

(Sep'20- Till)

Area Covered: Lucknow, Kanpur

Key Result Areas:

- Establishing sales objectives by creating sales plans and quota for districts in support of national objectives by conducting awareness campaigns and advertising products
- Identifying, qualifying and pursuing business opportunities through market surveys and implementing plans to drive sales for developing the complete channel.
- Conducting competitor analysis for keeping track of market trends & competitor moves to achieve market share; identifying & developing new streams for revenue growth and maintaining relationships with customers.
- Working closely with the Distributors for various Institutional tie-ups, contests and commercials along with maintaining relationships for gaining maximum marketshare.
- Evaluating the performance of the team by establishing a system of reports and communications through meetings based on achievement and area of improvement so as to reach to the mutually agreed, team and individual goals.
- Scouting, selecting and finalising of direct and indirect sales channel partners, forecasting sales and setting target as per the market share.

HIGHLIGHTS :-

Kokuyo Camlin Limited :-

Got all India best performer award for Q2,Q3FY(18-19)Q1,Q2,Q3,Q4FY(19-20),Q2,Q4FY(20-21),Q3,Q4FY(21-22).Q1.

- **All India RANKED 5th** for achieving sales target for 2019-20 FY.
- Achieved the target of appointment 3 Main Distributors and 10 Direct Dealers(DD) .
- Initiated channel development activity in **Lucknow** Branch; developed a strong channel network in these regions; the channel network contributed extra **21%** of total sales in the division.
- Built a continuous revenue growth for division each division.
- **Responsible to operate a Branch with 11 manpower & Responsible for Indent of material, sales, service & Warehouse operation and Logistics**

ACTIVE PARTICIPATION

- Member of the annual fest management committee of the department.
- Volunteered in convocation of University.

PROFESSIONALS SKILLS :-

- Multi tasking
- Communication skills
- Negotiation skills
- Leadership skills

MANAGERIAL ABILITIES :-

- Good presentation and communication skill.
- Ability to connect with individual and maintain friendly relationship.
- Leadership traits, Organisational Integrity,
- Love to work in competitive environment.
- Loyal & Honest.
- Quick learner, Team player and Ready to take task.

ACADEMIC DETAILS

Education

M.B.A. Master of Business Administration Percentage : 68.60%	2022 A.K.T.U Lucknow
M.COM Master of Commerce Percentage: 50.10%	2015 R.M.L.A.U. Faizabad
Bachelor of Commerce(B.COM) Percentage: 48.10%	2012 University of Lucknow
Intermediate(CBSE Board) Percentage: 57.20%	2009 Kendriya Vidyalaya IIM Lucknow
High School(CBSE Board) Percentage: 55.20%	2007 Kendriya Vidyalaya Aliganj Lucknow

HOBBIES: Playing cricket & all Types of Sports.

PERSONAL VITAE	
Date Of Birth	14 th AUG 1990- Lucknow
Father’s name	Sewa Ram Diwaker
Mother’s name	Shyamala Devi
Current Address	2/587 Sector-H Jankipuram Lucknow 226021
Contact	+91-7007036587/9005648888
Mail Id	krishna.khushi08@Gmail.com

Date.....	Signature
Place.....	Krishna kumar singh

