



**Deepak Verma**  
Area Sales Manager

**Contact**

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Lucknow

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**Skills**

- Sales Management
- Customer Relationship Management
- Market Analysis
- Sales Forecasting
- Sales Promotion
- Channel Sales Monitoring
- Product Availability Management
- Competitive Analysis
- New Product Promotion
- Market Coverage Enhancement
- Sales Growth Enhancement
- Objection Handling
- Order Recording and Reporting
- Sales Trend Feedback

Results-driven and dynamic sales professional with over 13 years of experience in developing and implementing successful sales strategies to meet business goals. Adept at managing sales teams, forecasting monthly sales targets, and promoting new products. Skilled in customer relationship management, market analysis, and channel sales monitoring. Proven track record of enhancing sales growth, market coverage, and promoting brands

**Work Experience**

2023-01 -  
Current

**Area Sales Manager**

**DS Group, Allahabad HQ**

- Managed a team of 9 Sales Officers and covered 3 territories (Mirzapur, Bhadohi, Kaushambi).
- Achieved a monthly business target of INR 7 crore.
- Monitored and evaluated the performance of the sales team to ensure targets are met.
- Implemented effective sales strategies to drive business growth.
- Conducted regular training and development sessions for the sales team.
- Maintained strong relationships with key customers and stakeholders.
- Analyzed market trends and competition to stay ahead in the market.
- Developed and maintained accurate sales forecasting and budgeting processes.
- Conducted regular market visits to identify new business opportunities.
- Provided support to the sales team in handling customer queries and objections.

2018-04 -  
2022-12

**Senior Executive**

**MOTHER DAIRY FRUIT & VEGETABLE PVT. LTD.(SAFAL DIVISION), Lucknow HQ**

- Forecasted and achieved monthly sales targets for the distributor and sales team.
- Monitored channel sales and marketing activities to maximize sales.
- Made appointments with new customers and provided product demonstrations.
- Conducted market research and competitive analysis to identify trends and opportunities.
- Ensured the availability of products in all distribution channels.

2017-02 -  
2018-03

**Sales Officer**

**HERSHEY INDIA PVT. LTD, Gorakhpur HQ**

- Achieved monthly sales targets in the assigned territory.
- Conducted market research and analysis to identify new business opportunities.
- Demonstrated product features and benefits to potential customers.
- Developed and maintained strong relationships with key customers and stakeholders.
- Monitored product availability in distribution channels and ensured product placement.
- Collaborated with marketing and advertising teams to develop promotions and campaigns.

2016-02 -  
2017-02

**Sales Executive**

**WIPRO CONSUMER CARE & LIGHTING, Gorakhpur HQ**

- Conducted market research to gather information on customer needs, preferences, and purchasing behavior
- Developed and executed sales strategies to increase

Education

2009

M.B.A: Marketing/Finance

Lord Krishna College of Engineering & Technology - Ghaziabad

2007

B.Sc.: Computer Science

N.D. College Shikohabad Dr. Bhim Rao Ambedkar University - Agra

2014-04 -  
2016-02

- market share and revenue
- Provided product demonstrations and presentations to potential customers
- Maintained accurate records of sales activities, including customer information and sales figures
- Collaborated with marketing and product development teams to create promotional campaigns and materials

Sales Officer

HEINZ INDIA PVT. LTD., Dehradun HQ

- Developed and maintained relationships with key distributors and retail customers
- Conducted market research to identify new business opportunities and target markets
- Created and implemented sales and marketing plans to increase brand awareness and sales
- Conducted product demonstrations and presentations to educate customers on product features and benefits
- Tracked sales performance against targets and provided regular reports to management

2009-09 -  
2014-04

Executive Scientific Information (ESI)

INVIDA INDIA PVT. LTD., Lucknow HQ

- Provided technical and scientific support to sales and marketing teams
- Conducted market research to gather information on customer needs, preferences, and purchasing behavior
- Collaborated with cross-functional teams to develop and launch new products
- Maintained accurate records of product information and market trends

Covered Town

- Mirzapur, Bhadohi, and Kaushambi while working at DS Group as an Associate Sales Manager
- East UP and Central UP while working at MOTHER DAIRY FRUIT & VEGETABLE PVT. LTD. (SAFAL DIVISION) as a Senior Executive
- Gorakhpur, Basti, and Deoria while working at HERSHEY INDIA PVT. LTD. as a Sales Officer
- Gorakhpur, Deoria, and Azamgarh while working at WIPRO CONSUMER CARE & LIGHTING as a Sales Executive
- Uttarakhand while working at HEINZ INDIA PVT. LTD. as a Sales Officer
- Lucknow and Faizabad while working at INVIDA INDIA PVT. LTD. as an Executive Scientific Information (ESI) providing service to GlaxoSmithKline Consumer Health Care.