

Vinay Kumar Mishra

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Profile Summary

- ✓ A budding professional with 5 years and 1 months of experience in Sales & Marketing (B2B and B2C), Business Development and Team Management with key focus on profitability and optimal utilization of resources.
✓ Proficient in tapping prospects, analysing their requirements, rendering guidance to the client and negotiating for the orders.
Expertise in prospecting, building sales pipeline, moving opportunities through sales cycle.
- ✓ Resourceful in maintaining cordial relationship with customers, ensuring quality & service norms to achieve customer satisfaction.
- ✓ Contributing to increasing revenues, establishing networks and creating a team work environment to enhance the productivity.

Experience

- Senior Sales Manager** December 2021 - Present
I Think Business
#Meet with new potential Distribution and Franchise partners in order to expand the channel partner network.
#Find evaluate and on-board distributors for FMCG companies and CG companies.
#Appointment of SS and Distribution partners for FMCG and CG startups.
#Create and work a territory business plan to achieve targeted, performance goals by identifying, advancing and closing deals
Create and work business plan to achieve growth goals by identifying, advancing and closing deals.
#Develop, manage and administer all sourcing and recruiting processes in the specific geographic region.
#To give field consultancy and training support about in order to improve the sales points in the channels.
- Business Development Manager** Nov 2019 - Dec 2021
Little fingers India
#Overseeing sales of and to various distributors.
#Evaluating the supply and demand based on data presented.
#Find potential new customers, present to them and ultimately convert them into clients.
#Develop a rapport with new clients, and set targets for the sales team while providing support that will continually improve the relationship.
#Supervise, direct and oversee a team of Business development Executives.
#Implement and execute marketing activities to increase branding and recognition programmes.
#Collaborate with the marketing team to successfully present and promote products.
#Develop strong relationships with sales managers, customers, and industry leaders.
- Business Development Associate** April 2017 - Nov 2019
Little fingers India
#Daily market visit with some existing meetings and to finding new potential consumer for our products.
#Presenting the product or service in a structured professional way face to face.
#Arranging meetings with potential customers to prospect for new business
-#Negotiating on cost of delivery and GST payment liability, with buyers and managers.
-#B2B and B2C offline selling, direct selling to the consumer or end user.
#Worked in Sales presentations and preparation of Reports.

Education

• SASMIC High School	2015
• GIC Intermediate	2017
• LINET Diploma in Computer Application	2016
• Lucknow University Batchelor in Business Administration	2022

Skills

- Public speaking skills
- Team management skills
- Knowledge Of Microsoft Word.
- Speak Read and Write HINDI And ENGLISH fluently
- Sales Analysis of the area of responsibility.
- Excellent Report Writing, with different writing styles.

Projects

• MASS DISTRIBUTION CHANNEL INITIATIVE

Little finger sales booster project.

Managing multiple vendors/distributors of play group equipments, open gym equipments.

Adding New vendors/distributors to the company by personal visits, Digital Leads, Word of mouth, Brochures and Flyers, Marketing team Establishment visits.

Interests

- I have great intrest in reading security and criminology Litratue by journalists and researchers.And also books and articles by INTELLIGENCE professionals and war college professors.

Professional Certifications

- "KINGS COLLEGE LONDON" ,Business management Certification (Distance learning)
- "KINGS COLLEGE LONDON" ,English Pre intermediate Certification(Distance Learning).
- "comunication skills course" by GCF GLOBAL.

Achievements

- Awarded Best student for placement drive by Member of Legislative Council (MLC) for graduates and also given the letter of recognition of that by the MLC of Graduates.