

Professional Summary

Deft, Competitive and Trustworthy Area Sales Manager who possess expertise in building up Business Activities. Proficient in discovering and pursuing new sales prospects, negotiating deals, and maintaining customer satisfaction. Presenting excellent communication skills while comfortable in reaching out to potential customers to demonstrate services and products through email and phone. Comfortable in meeting and surpassing business expectations and contributing towards rapid and sustainable growth.

History of achieving business goals in cost effective manner by effective utilization of trade/consumer inputs, merchandising activities to create superior visibility. Expert in formulation/execution of micro level category/trade channel specific plans for the territory basis trend belts/consumer behaviour. Skilled in effective stock control and supply chain management, preparing launch plans for new products. Key person in developing MLCS strategies in coordination with branding team to achieve the sales goals by controlling competition market share and implementation of trade marketing inputs across the territory. Proficient in channel management, ensuring fulfilment of business matrix-sales, consumer contact reach with marketing synergy and channel centric approach. Resourceful at maintaining healthy business relations with traders by achieving delivery and service quality

Proficient in generating daily reports using SAP and Tableau software for Sales, Inventory and Productivity Analysis

Core Competencies

Channel Sales – Ability to handle distributors and sales them which includes primary and secondary sales

Competitor analysis – Expertise in understanding industry trend, competition inputs and preparing strategies for executing further accordingly to counter the competition

Trade Marketing – Performing implementation of new age visibility solutions and further ensuring best visibility of our brands in market

Distribution Management – Established tie ups with strong reliable distributors in order to bring in new sells resulting in deeper market penetration and better ROI for the distributors

Vendor Management – Constantly involved in training Vendors and their teams on Implementation of Visibility elements, ensuring the implementations are captured through newly developed apps

Sales Forecasting – Leading periodical sales analysis, understanding industry behaviour and further estimating the future sales. Preparing monthly estimates and ensuring proper stock coverage at the distributor points to meet the sales demand

Team Management – Handling a huge team of 6 on roll employees and 300 off roll employees. Contributing in Retention, employee engagement and competitiveness by acting as proactive coach, mentor and counsel

Customer Service – Building trade relationships; retaining satisfied customers, resolving customer complaints by investigating problems, proposing solutions, preparing reports and provide recommendations to management

Professional Experience

Area Sales Manager (CFP) – Bangalore | Territory - North Karnataka, Telangana

xxx – Nov '2014 till Date

Driving sales initiatives in order to achieve desired targets with overall responsibility of return on investment and exploring marketing avenues to build consumer preference and drive volumes. Ensuring strategic management of partnerships in the assigned zone; facilitating team member's commitment to business to increase profits, and creating positive work environment. Using field data for assigned market to identify brand/pack gaps in territory and partnering with marketing team to develop area plans to drive sales; ensuring achievement of plan on category

visibility, continuous availability and freshness. Evaluating opportunities to maximize business growth for the circle; achieving agreed Sales objectives for the circle, and mid-course corrections and inputs to reduce variance against expectations.

Suggested Contributions

- Implemented the Trade Marketing and Distribution Plans for Foods Business and increased market coverage in the North East and South zones of Hyderabad city
- Successfully driven one of the Largest/Fastest growing team in South India with 5 Direct Reportees
- Generating business of 121 Cr. per annum through 13 key distributors
- Steered efforts in launch of new category – Sunfeast Moms Magic, Sunfeast Choco Fills, Bounce Cakes, Fantastik Choco Bars
- Implemented Trade Promotional activities for the Key categories like Atta, Biscuits, Confectionary, Noodles, Spices and Snacks
- Improved Sales across the channels like retail, wholesale and ISS Stores
- Instrumental in executing BCG plan of Project Pace where the outlets had been Segregated in to Prime outlets and Mass retail ols.

Area Executive (Khammam), *July 2015 – Dec' 2018* | Sales Trainee (Khammam), *Nov' 2014 – June 2015*

Undertook rigorous on the field training of ITC portfolio consisting of multiple product lines such as Cigarettes, Foods and Personal care products in different market. Prepared launch plans for the Juices like B Natural juices, Confectionaries, Biscuits, Personal Care. Product Engage and American Club Cigarettes. Checked regularly the health of the WD business (ROI calculation). Formulated and implemented section S&D plans at the outlet level, market level optimizing the cost for S&D and achieving sales expectations. Regularly followed up on investment (money of WD into business) and examined the performance of investments on a periodic basis. Tracked market / competitor trends to keep up with changing client's requirement. Prepared sales promotion plans and new concepts to generate increased sales for the completion of revenue targets

Trainee Analyst (Survey Programming)

xxx (*Jul' 2014 – Nov' 2014*)

Accomplishment, Achievements

- Best and timely Execution of Project Sunshine in Telangana which enhanced the visibility of 1150 ITC Retail Ols for the year 20-21
- Fastest Sales trainee to become Area Sales Manager in 4 Years
- Leader in the Project Rainbow Dashboard (20-21) in the country with best maintenance of 1150 Retail Outlets and with low competition presence
- Appreciated for implementing strategic plans with in the territory to control the competitions market share under 1.5% from and restricted the growth for more than 2 years
- Successfully executed the trade marketing inputs (RAK-X, Classic Visibility campaign, Tea Stalls in corporate parks) as per the plan with quite impressive innovations for the financial year 2019-2020
- Recognized and rewarded for being top in various contests and races conducted at south India level
- Appreciated of attaining top growth with more than 20% amongst all sections in the branch territory for the financial years 2015-2016, 2016-2017 and 2017-2018 (Food & MT)
- Appreciated for the appointment of new distributors (NSA) in Kavali, Yellandu, Manuguru markets and streamlined them to run their business smoothly

Education Background

MBA - Marketing, Finance | Institute of Public Enterprise - Hyderabad, Telangana - 2014

B.Tech - Computer Science Engineering | S.S Institute of Technology - Hyderabad, Telangana – 2010
