A person with a beard and glasses

Description automatically generated with medium confidence**PRAYRIT DOGRA**

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Proactive and creative professional with a demonstrated record of achievement in conceiving & implementing ideas that fuel market place presence and drive revenue



Seeking challenging assignments in **Sales & Marketing Operations / Channel Management** with an organization of high repute, preferably FMCG Sector

*Location Preference: Delhi / NCR .*

**PROFILE SUMMARY**

* A result oriented professional with over **9.5 years** of experience in:

**Sales & Marketing Operations Modern Trade MIS Reporting Team Management Direct Sales Channel Management FMCG**

* Adapt at handling a **wide spectrum of sales activities** initiating from development of business plans to its’ implementation in real time sales environments
* Experience in driving **post paid channel management & modern trade activities** and ensuring adherence to the distribution & visibility plans
* Skilled in **driving business growth** through identification & penetration of new market segments; understanding business needs & identifying initiatives that allow a business to meet strategic goals
* Distinction of **exploring new markets** near assigned territory as well as identifying key accounts, leading to business growth & escalated turnovers
* Insightful experience in **developing & managing retail channels** in order to derive the required market share, revenue and profit of the organization
* Deft in the **preparation of MIS reports** to provide feedback to top management
* An effective communicator with sound planning, people management, analytical and interpersonal skills

**ORGANIZATIONAL EXPERIENCE**

**June-19- Till Date with Jayanti Herbs and Spices, Delhi as Area Sales Manager**

**Key Result Areas:**

* Maintain consistent contact and provide sales and service to all (Super Stockiest and distributors) in his specific assigned Region. (Delhi NCR, U.P and Uttarakhand).
* Achieve sales revenue numbers, Budget and profit goals for my assigned Region.
* Assist in managing monthly/quarterly/annually sales budgets and objectives for my Region.
* Understand and utilize syndicated data to identify sales opportunities.
* Provide feedback to management from key retail and distributor customers.
* Regular contact with Super Stockiest and distributors to ensure seamless continuity of efforts.
* Execute the sales volume numbers, trade spending objectives and any other goals given by RSM.
* Identify and track all industry trends and issues, i.e. - natural and retail growth, distributor changes, opportunities, segment variations, etc.

**April’17- Dec-19 with VODAFONE, Delhi as Team Leader (Modern Trade)**

**Key Result Areas:**

* Managing manpower of 25 promoters ; Responsible for managing sales operations for Vodafone at The GO Mobile, Spice Retail, Planet-M and Reliance Digital for North Delhi.
* Accomplishing monthly gross acquisition & revenue targets for Voice & Data Product Lines from the Modern Trade Outlets
* Making regular market visits and ensuring relationship management with Distributor.
* Handling 130 non promoter outlet.
* Accountable for tracking competitor’s activities & analyzing market know how.

**Nov’16- Mar’17 with RELIANCE COMMUNICATION, Punjab as Postpaid Assistant Manager (TSM) (Channel Sales)**

**Key Result Areas:**

* Managing team of 15 DST .
* Managing the entire Jalandhar district- channel management and channel payout.
* Imparting training to tele-callers
* Making regular market visits and ensuring relationship management with Channel Partners
* Accountable for tracking competitor’s activities & analyzing market know how
* Day today sales tracking and DST operations management

**Oct’13-Oct’16 with VODAFONE, Delhi as Team Leader (Modern Trade)**

**Key Result Areas:**

* Managing manpower of 25 promoters ; Responsible for managing sales operations for Vodafone at The GO Mobile, Spice Retail, Planet-M, TMS and Reliance Digital for South Delhi
* Accomplishing monthly gross acquisition & revenue targets for Voice & Data Product Lines from the Modern Trade Outlets
* Making regular market visits and ensuring relationship management with Channel Partners
* Accountable for tracking competitor’s activities & analyzing market.

**July’12 - Sep’13 with VODAFONE, Delhi as SRE (SME DST-Direct Sales Team)**

**Key Result Areas:**

* Report to the Vertical Head.
* Achieve sales target and customer base
* To develop marketing strategies and program in boosting the sales
* Manage new and existing customers accounts
* Produce monthly sales reports.
* Provide feedback from members and potential customers to enhance product performance and service delivery.

**Sep’09 - Jun’12 with AIRCEL, Delhi as Floor Manager**

**Key Result Areas:**

* Taking care of MIS reports to provide the requisite results to the company to take the maximum share of the market.
* Handling team of executives of the store on daily basis reporting to me.
* Take care to stock and cash handling of the store.
* Handling escalations of customers and providing on call resolutions to customers and provide all the solutions to their queries in time.
* Tracking market/competitor trends to keep abreast changing organizational requirement/expectations.
* Identifying areas of crucial importance in the process driven business of the company & facilitate development of adequate systems to streamline the same.

**ACADEMIC QUALIFICATIONS**

2013 B.Com from UP university

2007 XII from (CBSE Board)

2005 X from(CBSE Board)

**IT SKILLS**

* Well versed with MS-DOS, Windows, MS Office (Word / Excel), Internet Applications

**PERSONAL DETAILS**

Date of Birth: 20th December, 1988

Address: BG-5/19D Paschim Vihar, New Delhi-110063

Languages Known: English & Hindi

Marital Status: Married

**Date:**

**Place: (Prayrit Dogra)**