

**SHAILENDRA RAJPUT**

505, Ubo-Dando, Near Saint Thomas Chapel, Santacruz, Panji, Goa – 403005.

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**About Me:**

Accomplished professional with **proven expertise in Managing, training, and providing overall guidance for Marketing to Generate Sales to an assigned territory sales team for the Rest of Mumbai, the Rest of Maharashtra & Goa.**

* Setting reasonable sales targets to be achieved by the sales team.
* Monitoring the sales team’s performance and motivating members to meet or exceed sales targets.
* Collect customer feedback and provide updates to senior management.
* Travelling to potential and existing customers within an assigned sales area to present company offerings and build brand awareness.
* Utilizing outbound telephone calls, email communications, and face-to-face meetings with customers to close sales.
* Strategy Planning, Marketing Planning & Implementation, Brand Promotion, Product Positioning & Branding, Client Servicing, New Marketing Initiatives to maximize Business Profitability, Channel Management, Team Leadership and Revenue Growth.
* Before enhancing the sales team’s performance, Guide them on how to generate revenue and profit & expanding market share.
* Demonstrated skills in setting up and strengthening channel management & distribution network to generate competitive advantage and maintain a leadership position in the industry.
* Adept at capitalizing on market trends, identifying profit potential, creating value, & positioning the company’s products & services to maximize market share.
* Overall 25+ years of experience in Marketing Mainly in the **food industry, Retail Sales, HORECA, Modern Trade, General Trade and Institutional Sales.**
* Spearheaded the positions of Asst. Area Manager with Sahyadri Industries Limited, a Pune Based Company.

**Key Competencies:**

* Strategy Planning and Execution, P/L & Performance Improvement, Channel Management, Brand Management.
* Growth Management and Business Development, Start Up, Turnaround and Change, Relationship Management
* Market Analysis, Key Account Management, Client Relationship, Market Penetration, Supply Chain Management
* Inter-Personal, Communication Skills, People Management, Time Management and Organizational Excellence

**PROFESSIONAL EXPERIENCE**

**NUTTOZ FOOD INDUSTRIES PVT LTD**

**Sept 2022 – Nov 2022**

**Assist Area Sales Manager, Goa.**

Handled a team of 3 Salespersons & 5 Distributors

Dealings Premium Restaurants, Caterers, Cafés, Clubs, Pubs, Institutional Sales, Modern Trade, Sweets Shops, and Premium Wine Stores.

**SAHYADRI INDUSTRIES LTD.**

**Jan 2022 to till today.**

**Assist Area Sales Manager, Goa.**

Taking care of business development, making strategies and Planning with Management to improve business, helping in operation and brand marketing also handling the team to improve sales of Non-Asbestos Sheets through the dealer’s network. Also maintaining the Relationship with End Users to promote our product under Corporate Social Responsibility. Also doing Business Development, Team Management, Making Strategy and Planning, Create and Maintain Corporate Relationships. **Dealings with Hot Clients Like Architectures, Fabricators, Consultants, Landowners, Civil Works, Builders, Developers, Engineers, Contractors, Site Supervisors & Managed Dealers Networks.**

**HERBS NUTRIPRODUCTS PVT.LTD.**

**March-2021 to December-2021**

Area Sales Executive – Goa.

* **Distributors Handling,** Primary Sales, Primary Schemes, and Secondary Sales for Health Supplements and Nutraceuticals Products.
* **Handling of Key Accounts** Chemists and Druggists, Pharmacies, Health & Wellness outlets, Spa's & Gyms for Health Supplements and Nutraceuticals Products.
* **Handling** Doctors like All: -

**Super Specialists**: - Psychiatrists, Neurologists, Cardiologists, Diabetologists.

**Medical Specialists**: - Physicians, General Practitioners, Orthopedics, Surgeons, Pediatricians, Gynecologists, Dental Surgeons, and ENT Specialists. Handling and Day to day activities of Carrying Sales and Marketing and Distributors Handling.

**SAHYADRI INDUSTRIES LTD.**

**Mar 2015 to Feb 2020.**

**Assist Area Sales Manager, Goa.**

**Dealings with Hot Clients Like Architectures, Fabricators, Consultants, Landowners, Civil Works, Builders, Developers, Engineers, Contractors, Site Supervisors & Managed Dealers Networks.**

**CRYOVIVA BIOTECH PVT LTD.**

**(FORMERLY KNOWN AS CRYOBANKS INTERNATIONAL INDIA PVT LTD).**

**January 2013 to Feb 2015.**

**Area Sales Manager, Mumbai, the Rest of Maharashtra, and Goa.**

Handled a team of 5 Salespersons. Dealing with Gynae Doctors, Giving Presentations to Expected Mothers to Understand the Benefits of stem cell Banking.

**GUJARAT TEA PROCESSORS & PACKERS LTD.**

**Dec-2011 – Aug 2013**

**Sales Officer– Goa.**

**BRITANNIA INDUSTRIES LTD.**

**June 2005 - Nov 2011.**

**Sales Officer– Goa.**

**MOTHER DAIRY FOOD PROCESSING LTD**

**Sept 2003 – May 2005**

**Sales Executive - Goa, Pune & Nasik**

**tata tea ltd**

**feb 1996 – Aug 2003.**

**Sales Executive - Nasik & A’ Nagar**

**EDUCATION**

* **B.Com.**(Pursuing from I.G.N.O.U.).
* **Computer Proficiency:** Computer savvy.

**Date of Birth:** 16 June 1977, **Linguistic Proficiency**: English, Hindi, Marathi, Konkani.

**Present CTC:** 5.00/-LPA + Benefits Perks + Travelling Allowance + Mobile Allowance + Bike Maintenance + Incentives.

**UAN No:** 1004 7646 4280, **Emp. Code:** 90000138, **Vendor Code:32308**, Fully Vaccinated.

Date: / /2023.

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**(Mr. Shailendra Rajput)**