



SHAIENDRA V. BANKAR

Sales Officer - PARLE PRODUCTS PVT. LTD

| Key Account Management | Team- Management | Roi – Management | Vendor Management |
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PROFILE SYNOPSIS

- An excellent sales and marketing professional with more than 7+ years of rich experience with some of the market leaders on the Indian corporate scene.
- Have successfully handled a wide range of responsibilities in the area of sales, marketing, promotions, channel management and development and opening of fresh markets., *searching for a Senior Profile* Strategic Sales and Distribution specialist experience in Channel Sales Management, **Go to Market –GTM Strategy** Formulation & Primary & Secondary. Steering the entire sales & marketing strategy development, GTM program development, profit, revenue targets and market share targets, finalizing annual operating plan, formulating and implementing strategic plans. Managing potential sales opportunities including distribution strategies, reseller agreements and market segmentation; designing sales performance goals; conducting statistical analysis to determine potential growth, an implementer with recognized proficiency in accomplishing corporate plans and goals successfully
- Highly motivated and goal-oriented, with demonstrated professionalism, attention to detail as well as the ability to build and lead effective teams.
- Proven ability to consistently achieve targets in sales, marketing and overall performance parameters to the complete satisfaction of my employers.



Academic Profile

M.B.A.(Marketing) 2014 M.I.T. College Of Management, Pune (M.H.) Autonomous **62.46**

B.Sc.(Biotech) 2011 D.B. Science College, Gondia District(M.H.) R.T.M. Nagpur(M.H.) **65.88**

H.S.C. 2006 M.M. Junior College, Gondia District (M.H.) Maharashtra Board **57.6**

S.S.C. 2003 M.M. High School, Gondia District (M.H.) Maharashtra Board **67.52**



Professional Dossier

Name : SHAIENDRA V. BANKAR
 Date of Birth : 19TH March 1988
 Language Known : English, Hindi, and Marathi
 Marital status : Married



Areas of Expertise

Distributor Management

New Product Launch

Inventory Management

Primary & Secondary

On Job Training

Sales Target Achievement

Distribution Expansion

Market Penetration

Focus Brand Distribution

Market & Competitive Analysis

Customer Relationship Management

New Market Setup

ROI - Return On Investment



IT Skills

Ms Word

Ms Excel

Advance Excel

Internet



Soft Skills

Organisation

Motivator

Self Driven

Team Leader

Creativity

Communicator

Professional Experience



Parle Products Pvt. Ltd
Feb 2021 to Present
Sales Officer
Nanded, Maharashtra.



Reliance Jio-Info corm
July 2018 to Jan 2021
2 Years 7 Months
Area Sales Lead
Nagpur, Maharashtra.



Britannia Industries India Ltd.
April '17 to June'18
1 Years 3 Months
Area Sales Executive
Nagpur, Maharashtra.

Key Roles & Responsibilities

- Handling 8-distributer, Handling 3200 Retailers, 48 Wholesaler and 24 SSO with monthly secondary Achievement Business Turnover 24 Cr Annually.
- Manage **Primary & Secondary**, New Product Launch New Market Setup, Infrastructure Setup Controlling Sales Team, Implementation of reporting daily/weekly/monthly reports, Roll out of all Sales initiatives (Trade schemes, secondary schemes, consumer initiatives) consistently across the market,
- Planning, Manpower Dimensioning, Hiring, Training, New town Launches, Product, Channel Selection and Identification Criteria, Go to Market Strategy, Appointment of frontline Sales Representative for market
- Responsible for delivering Primary and Secondary sales targets in market GT market for all wholesalers & Retailers., Ensure best-in-class visibility execution of the portfolio in market, Drive programs like **Wholesale Loyalty, DB** Engagement, achieve targeted brand wise coverage and penetration
- Drive **Numeric Distribution & expand new outlets & Claim Management** Execute high-class visibility as per defined norms across retails outlets & Wholesalers, manage inventories, FIFO, freshness of stock & Inventory Health Index as per company norms, To ensure continuous availability and regular rotation, Taking care of route operations, To create secondary claim to company, To promote in shop activities
- Handling city and upcountry and deep rural territory to insure 100% coverage and Service, Handling team of Distributer Salesman's (21) to achieve the ir weekly and Monthly TGT.

Key Roles & Responsibilities

- Handled 10 - distributors and 24 Payroll employees with 2.70 cr. Turnover monthly & 10 stores, along with Sales & distribution, training & development Of On roll employee.
- Recruitment and training of new team members in team and build highly motivated and productive team to delivered desired result of organization.
- Handling team of 30 payroll manpower JPM, JPAM, and Promoters
- Handling 10 Company Jio Store with, sales, Service and customer Satisfaction.
- Major focuses on Primary, secondary and tertiary, Establishing good relation with Distributers, wholesalers and retailers, Ensure the desired product availability in Market, with timely service of distributor.
- Conduct product launch activity, distributors/retailers engagement activity in assign territory, Ensure that distributors/retailers maintain adequate stocks of company products and merchandise as per norms.
- Ensure the availability of required manpower at distributorships as per plan and monitor the irconduct/ behaviour.
- Build trust and relationship with distributors/retailers and company by clearing any doubts/confusions and provide solutions to any issue within reasonable time frame.

Key Roles & Responsibilities

- Handle 3-distributers and 42 sub DBs 1.20 cr. Turnover a month, along with sales & distribution, Sort listing of new Sales man Recruitment and training by joint working, Handling 2100 Retailers, 36 Wholesaler and 74 SSO with monthly secondary Achievement.
- Handling Distributer Salesman (22), 4 PSR for upcountry market and 42 Sub Distributers, to achieve their weekly and Monthly TGT, New Distributer and Sub Distributer Prospecting, Short listing, Profiling and annointment



Vodafone Cellular India Ltd
January '15 to March'17
2 Years 3 Months
RSM (Retail Sales Manager)
Satara, Maharashtra.

Key Roles & Responsibilities

- Ensure the desired product availability in Market, with timely service of distributor.
- Conduct product launch activity, distributors/retailer's engagement activity in assign territory.
- Ensure that distributors/retailers maintain adequate stocks of company products and merchandise as per norms.
- Ensure the availability of required manpower at distributorships as per plan and monitor their conduct/behaviour.
- Build trust and relationship with distributors/retailers and company by clearing any doubts/confusions and provide solutions to any issue within reasonable time frame.
- Work with circle marketing in management of schemes/promotions/contests being run to promote the company brand.
- Ensure flow of knowledge, skills and training from company to the distributor/retailer to ensure output as per targets. Assess training requirements on an ongoing basis

Noteworthy Achievements:

- ✓ 41% YOY Growth in Parle for year of 2020-2021.
- ✓ Split Product distribution implemented in Parle In my territory to exceed 20% Growth on monthly basis In Parle.
- ✓ 3 times State ranked in top 5 ASE in new Distributer appointment in Upcountry Market In Britania.
- ✓ 4-time State and 2 time National ranked in top 5 ASE for innovation Achievement in Britannia.
- ✓ Winner of Goa tour in new product launched in Vodafone.
- ✓ NO-1 JPL in revenue build up competition.
- ✓ 2-time west zone toper in Store appointment and revenue generation in Reliance Jio.
- ✓ Got promotion for next level in Reliance Jio.

- **SHAILENDRA V. BANKAR**