**GURINDER SINGH**

CHANDIGARH, PUNJAB, INDIA

(91) 9417610203

Ropar.gurinder@gmail.com

*Sales Management with over 10 years of experience overall and Sales Management of handing – Flavors, Fragrances and Seasonings with Over 7 Years. Supervising Dealers, Direct Customers and Corporate Clients, while planning and implementing sales strategies over a multi-state territory. Seeking to bring my proven record in increasing Number of new Clients and in launching successful marketing campaigns into a Middle management position.* ***Obtained a Masters in Business Administration in June, 2007***

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| ***PROFILE SUMMARY*** |

*A competent Professional with over 7 Years of experience in:*

*Sales / Marketing Business Development Channel Marketing/ Management*

*Key Account Management Quote Prices Brand Management*

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| * *Hands-on-experience in charting out marketing strategies and contributing towards enhancing business volumes & growth and achieving profitability norms.* * *Skilled in handling Pricing strategies, competitor and market analysis, New product roll-out and targeted marketing.* * *Expertise in managing development and implementation of promotion plans and handling communication for brand.* * *Supervising the performance of Dealers / Distributor with key emphasis on achieving revenue targets.* |

***PROFESSIONAL EXPERIENCE***

SONAROME – FRUTAROM INDIA Punjab, Haryana, Himachal and J & K

***Area Sales Manager*** *June 2011 – Present*

***Job Duties - Role and Responsibilities***

* *Increase sales volume to New as well as Existing clients.*
* *Responsible for sales target assigned.*
* *Responsible to Identifying new potential clients in respective area.*
* *Satisfying clients with meeting on the benefits and uses of existing and new products.*
* *Business terms, transit or delivery dates and Expiry date of products.*
* *Identifying last year’s sales figure and preparation for next year. .*
* *Watch competitor’s products and sales, other market conditions.*
* *Represent company in Punjab, Haryana, Himachal Pradesh and Jammu & Kashmir States.*
* *Organizing and attending exhibitions and sales meetings.*
* *Making customer survey to make more sales or demand for new products.*
* *Reporting to Regional Sales Manager or other higher officials.*
* *Support the other Managers or Colleagues in all marketing related matters.*
* *Making coordination between Dealers and Actual Customers.*
* *Making relation with internally in Company and supportive departments.*

Markfed – Punjab, India Punjab, India

***Food Testing Laboratory,***

***Marketing Officer - 1*** *March 2010 – April 2011*

* *Collecting samples of food Products for testing Parameters as required by the Clients.*
* *Identified and analyzed client’s requirements and provide them complete solution about Test Reports.*
* *Introduce testing parameters and brief the advantages of testing the Products.*

**EDUCATION**

**PUNJABI UNIVERSITY,** **PATIALA, PUNJAB, INDIA**

*Masters in Business Administration, June 2007*

*(Major – Marketing, Minor – Finance)*

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**PUNJABI UNIVERSITY,**  **PATIALA, PUNJAB, INDIA**

*Bachelor of Commerce, May - 2005*

**PROJECTS UNDERTAKEN**

*Project report on DTH and CABLE operators.*

*DTH vr. CABLE OPERATORS (Ludhiana : Offsite)*

*Sep 2006 to Oct 2006 (Part Time)*

*Project report on DTH and CABLE operators. (Under this survey of direct market)*

*Project on - Analysis of Buyer Behavior in Buying of Tractor.*

*PUNJAB TRACTOR LIMITED MOHALI (MOHALI : Offsite)*

*June 2006 to Aug 2006 (Full Time)*

*Analysis of Buyer Behavior in Buying of Tractor.*

***BEYONED CURRICULAM-------------------------------------------------------------------------------------------------***

*Represented the college cricket team in Tournament in 2003-2004*

*Participated and Organized Blood donation Camp more than 10 times and donated blood.*

**ADDITIONAL SKILLS**

Efficient skills in Microsoft Office Tools

Established networks and Contacts in mass market distribution channels.

Communication and Marketing.

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| ***PERSONAL DOSSIER***  Date of Birth : 4th January, 1986  Communication Address : Hno. 82, Kotla Nihang, Near Paal Kiryana, City- Ropar, Punjab, India  Linguistic Abilities :English, Hindi & Punjabi |

Place / Date Signature