

Sameer Vijay Lad

CHANNEL-SALES ,DISTRIBUTION MANAGEMENT, TRADE SALES & BUSINESS DEVELOPMENT

Industry Preference: **Building Material /Appliances/FMCG/Retail/Others.**

Location Preference: **Mumbai**

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Profile Summary

Strategic trade sales specialist with 24 *years* of experience in **Building Material, FMCG & Appliances industry**. Proficient in managing the development & performance of all sales activities in assigned market/region, building the distribution network and directing the sales team & strategies to maximize sales & revenue growth. Expertise in establishing strategic alliances/tie-ups with financially strong and reliable distributors resulting in increasing the width & depth of distribution. Excellent in formulating sales plans, demand forecasts, sales budget achievement and managing inventory pipeline to ensure ready availability of products as per the market demand.

Experience in identifying & networking with financially strong and reliable channel partners/dealers, resulting in deeper market penetration and improved market share. Skilled in steering profit centre operations in the assigned territory for accomplishment of top line growth and bottom-line profitability. Expert in leading, recruiting & monitoring the performance of team members to ensure efficiency in sales operations and meeting of individual & group targets. An effective leader with excellent communication, negotiation and relationship building skills







Education

2000 B.Com. from Mumbai University

Career Achievements

- Bagged order for Dosti Developers for Kitchens and Wardrobe.
- Successfully gained new projects (Installation) of Digital Locks and VDP from Brands like Assa Abloy, Hafele, Rioo for Upayas Infotech.
- Launched 3 new products in ASSA Abloy India Pvt. Ltd., Mumbai.
- Increased the revenue growth by 50% in Mumbai & Maharashtra in Hafele India Pvt. Ltd.
- Handled newly launched Wood Division in Wuerth India Pvt. Ltd., Mumbai.
- Increased the sales by 25% in the region in Pidilite Industries Ltd., Mumbai.

Soft Skills

 Team Player  Problem Solver  Analytical
 Collaborator  Communicator  Innovator

Personal Details

Date of Birth: 30th August 1978.

Languages Known: Marathi, Hindi, Gujarati and English.

Address: 2/12, Savali Co-op Hsg Soc. Nr. at Omkar Building,
Vadavali Section Ambarnath (East)-421501.

Mumbai, Maharashtra.

Core Competencies

Retail Operations/ Specifications

Dealer/Distribution Management

Strategic Planning

Revenue Growth

Channel & Brand Management

Costing & Budget Optimization

Profit Centre Operations

Team Management

Cross-functional Coordination

Feb 2021 to till Date Dorset Industries Pvt Ltd as Manager Business Development (West) .

Role:

- Managing Architects, Trade, Interior designers & OEM of Goa,Gujarat,Mumbai& Maharashtra by generating business.
- Handling small residential commercial projects up to 300 doors.
- Managing Specification and Reach of Dorset Brand in west with as team of 3 Business Managers and 4 Asst Area Manger.
- Involve in client management and relationship building with Architects, Interior designers and specifies for business generation, penetration and support.
- Setting sales targets for the team, monitoring team performance and motivating them to reach targets.
- Ensuring proper data required for CRM,Working towards achieving & exceeding periodic sales goals, new client requirements and revenue quotas.

June 2019 to May 2020 Hardware Concepts India Pvt.Ltd. (C N R) as, Business Head – Architect Division

Role:

- To set up Pan India loyalty network for Architect, Dealers segments for CNR.
- To appoint and manage the team dealer handling (Architects Interiors Contractors).
- To create Sales Policy, KRA, and way of working for the Team.
- Setting sales targets for the team, monitoring team performance and motivating them to reach targets.
- Involve in client management and relationship building with Architects, Interior designers and specifies for business generation, penetration and support.
- Handling the walking ratio of Hardware Simulation Studio with help of design team.
- Special responsibility to develop the in-house brand **Veneto & Cucina Voga**.

Sept 2018 to Feb 2019 (Saviesa) MRJ Home Improvements, Mumbai as Sr BDM.

Role:

- Managing Architects, Interior designers of Mumbai by generating business through sales of Modular Kitchens Beds, wardrobe and Home furniture.
- Making presentation through our Apps and 5 zones concept for better understandings.
- In connection for business with major developers like L&T Construction, Rosa, Lodha Developers, Omkar Realty, Ajmera Group, D B House Dosti Developers.
- Bagged 2 complete Project of Kitchens wardrobes for Dosti Developers.

Sept 2017 to Aug 2018 Upayas Infotech, Mumbai A owned venture as Assistant General Manager.

Role:

- Managing Pan India and supervising services and sales operation of Digital locks.
- Working towards generating business for my company.
- Arranged business of services from all major companies like Hafele, Assa Abloy, Rioo and more.
- Handling a regional team of 30 persons.

Dec'15 to Sept'17 ASSA Abloy India Pvt. Ltd., Mumbai as Zonal Sales Manager.

Role:

- Managing the entire Mumbai region and supervising sales operations of products..
- Leading & mentoring a team of 5 direct and 3 indirect sales representatives and working towards growing the sales revenue by utilizing phone, email and potential client lists.
- Coordinating with company's other retail locations to participate in floor sales & marketing efforts and participating in meetings, conferences and webinars to build network of prospects.
- Conducting requirement gathering activities and analyzing data to prioritize clients and potential customer lists.
- Working towards achieving & exceeding periodic sales goals, new client requirements and revenue quotas.
- Generating documents, quote sheets, marketing materials and reports for the top management.
- Ensured the sold products were maintained as per trading standards of the territory.
- Handled Home Automation Dealers.
- Maintained all safety standards in the backroom for stock stored.

Highlights:

- Led to sales growth by developing 7 new distributors.
- Successfully launched 3 new products in coordination with the Category Manager resulting in successful placement in the territory.
- Formulated and implemented annual business plans for FY 2016 & 2017.
- Conducted training & development of staff on various strategies of products.

Oct'13 to Nov'15 Wuerth India Pvt. Ltd., as Area Sales Manager.

Role:

- Managed all sales operations related to the range of interior products.
- Worked towards generating business for channel partners and conducted market development activities.
- Provided value addition suggestions through field visit to each territory.
- Successfully launched 2 new franchisees' in the (west)region.
- Developed annual plans for each channel partner and reviewed the performance & health measurements to improve channel partner performance.

Highlight:

- Handled complete Wood Division (Product Procurement, schemes, Price and other product technical details).

Sep'09 to Aug'13 Hafele India Pvt. Ltd., Mumbai

Growth Path:

Sep'09 to Dec'12 Sales Executive
Jan'12 to Feb'13 Area Sales Manager (Maharashtra & Goa)
May'13 to Aug'13 Assistant Area Sales Manager (Mumbai)

Role:

- Worked towards achieving the assigned sales budget for the year 2011 by 120%.
- Maintained excellent debtor & trade relationship.
- Managed operations to generate business for channel partners by conducting market development activities.
- Conducted competition reduction activities.
- Identified kitchen partners and explored markets for additional value generation.
- Resolved all queries/problems received by the customers directly/indirectly.
- Ensured display of new products at the franchise outlets to increase the market penetration of that product in the zone.
- Led a team of 5 sales executive and organized training programs for them.
- Visited sites and coordinated with Architects / Contractors for specification.

Highlights:

- Successfully launched 4 new franchisees' in the region.
- Led to the reduction of days from 85 days to 63 days till Sept 2012 after implementing system of receivable management in the organization.
- Increased the revenue growth by 50% in Mumbai & Maharashtra and implemented the HKP HHP concept.
- Conducted Contractor Education Program in Maharashtra.
- Recognized for being the highest region in the entire Hafele for selling other vertical products like Appliances, Lights & Sanitary.

Apr'03 to Aug'09 Pidilite Industries Ltd., Mumbai.

Growth Path:

Apr'03 to Mar'04 Territory Sales Executive (South Mumbai)
Jun'04 to May'05 Territory Sales Executive (South Mumbai)
Jun'05 to May'06 Territory Sales Executive (Thane)
Jun'06 to May'07 Territory Sales Supervisor (Thane)
Jun'07 to Aug'09 Territory Sales Supervisor (South Mumbai)

Role:

- Worked on the sale of consumer products like Hardware, Construction, Plywood, Paints & Joineries.
- Managed all activities related to sales objective, debtor & trade relationship management and market development
- Conducted analysis for competition tracking.
- Provided consolidated product launch feedback reports to the management and implemented corrective measures for the same.
- Supervised operations related to inventory management, claim settlement and client satisfaction.
- Introduced new products as per annual plan of the company to the market.
- Identified grey areas and provided training to the members as part of the Territory Sales In-charge.
- Developed & implemented annual product training plan & module (action against target improvement).

Highlights:

- Augmented the sales by 25% in the region in the last 2 years.
- Led to the reduction of credit days from 59 - 37 days in the branch.
- Merit of taking the assigned region at No.1 spot in terms of value contribution.
- Launched India's First Water Resistant Adhesive (Fevicol Marine) in the region.
- Recognized for contributing in All India Highest Sales in Fevicol Marine.
- Improved the new & volume building products contribution in the region from 4% to 10% in last 2 years.
- Successfully ensured the market share of PIL Brand – Fevicol by over 85%.

Mar'01 to Apr'03 Hettich India Pvt. Ltd., Mumbai as Sr. Sales Officer.
Role:

- Managed all activities related to distribution and availability of products through optimum depth & width of the distribution system.
- Worked towards planning & achieving sales targets and conducted sales forecasting promotion and territory control
- Formulated OEM sales.

Highlights:

- Successfully achieved the targets of INR. 30 lacs pm and maintained growth of 25% for the branch.
- Merit of improving the distribution gaps and resetting the total distribution of Mumbai with new WSS.

Apr'00 to Mar'01 S_Wud Products Ltd., Mumbai as Sales Officer.

Highlights:

- Merit of achieving the assigned sales targets.