



ABHINAV UXA

SENIOR SALES/ BUSINESS DEVELOPMENT PROFESSIONAL



Core Competencies

Strategic Planning

Profit Centre Operations

Corporate selling

Business Development

Revenue Generation

Product Launch & Management

Sales & Marketing

Key Account Management

Distribution Management

Team Building & Leadership

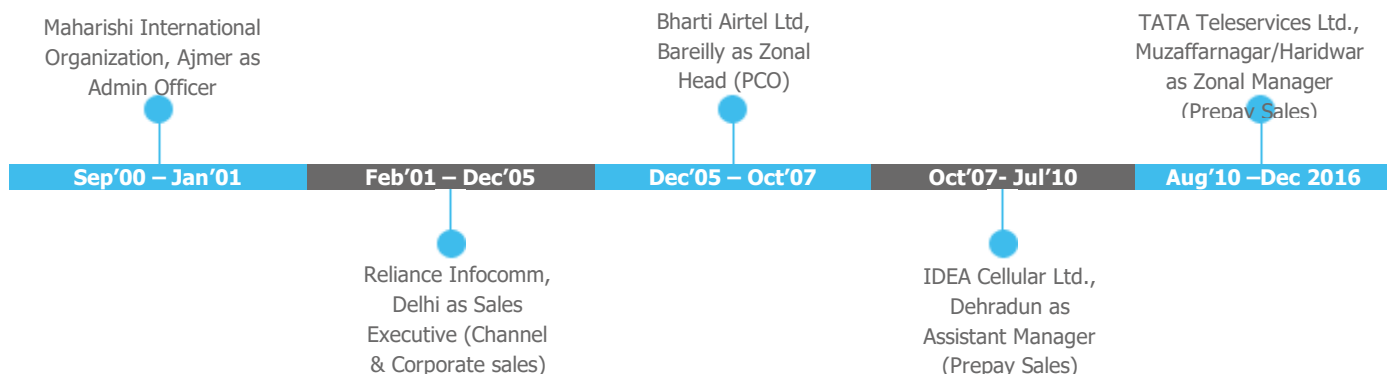


Profile Summary

- ▶ A result-oriented professional with over 18 years of experience in **Business Development, Sales & Marketing, Channel Management, Key Account Management and Team Management**
- ▶ A strategic planner with proven track record of exploring new markets, managing sales operations, establishing distribution networks & achieving desired goals
- ▶ Competent in implementing effective solutions to the customer needs, with an aim to improve customer contentment and consequently customer loyalty, repeat & referral business
- ▶ Successfully managed business operations as well as achieved year on year growth in business and revenue targets across assignments
- ▶ Proven capabilities in developing strong business relationships with customers; experience in managing large accounts and territories as well as finding and converting prospects to customers
- ▶ Proficiency in managing various sales channels namely **Retail and Distribution Sales Channels**
- ▶ An effective communicator with capabilities in forging business partnerships and establish beneficial relationships with channel partners



Career Timeline



Soft Skills



Education



Communicator



Innovator

- **MBA** (Major-Marketing; Minor-International Business) from Maharishi Institute of Management, Lucknow in 2000
- **B.Sc.** from **Name of the Institute** (Bundelkhand University), Location in 1998



Work Experience

Since Feb 17. Akanksha Automobiles pvt Ltd , RUDRAPUR, GM-Sales

Key Result Areas:

- Supervising all unit of **Akanksha Automobiles pvt Ltd. (MARUTI)**
- Coordinating with the supply chain for stocks availability, MIS, Logistics, **SALES** and Marketing Support Department
- Forecasting monthly/annual sales targets of Cars and Accessory div & driving sales initiatives to achieve business goals & managing the sales team to achieve them.
- Identifying & developing new clients for providing business solutions, thereby generating new business for the organization and contributing to overall profitability
- Strategizing the long term business directions to ensure maximum profitability in line with organizational objectives
- Analyzing latest marketing trends and tracking competitors' activities and providing valuable inputs for fine tuning sales & marketing strategies
- Implementing strategic sales and marketing and operational plans.
- Coordinating with the Marketing Department with regards to revamp of product & service portfolio aligned to market trends.
- Assigning and finalizing targets of SRMS.
- Interacting with marketing manager for Branding of retails.



Since Aug'10-Dec'16, TATA Teleservices Ltd., NOIDA, Zonal Manager Muzaffanagar, also Worked at HARIDWAR/HALDWANI/RUDRAPUR Zones(Prepay Sales)

Key Result Areas:

- Spearheading a team of 8 CSMs and Prepaid Distributors; coordinating with the supply chain for stocks availability, Commercial, MIS, Logistics, and Marketing Support Department
- Supervising Muzaffarnagar, Bijnore and Garwal District of UP West for Prepaid, Handset and DATA CARD Sales & Distribution.
- Handset (Huwai/ZTE/Samsung/LG) and DATA CARD (TATA PHOTON & PHOTON 3G GSM HUB distribution across ZONES.
- Leading business planning and performance management of channel partners, including development and execution of joint sales plans, local area marketing, staff coaching, and hosting constructive meetings
- Forecasting monthly/annual sales targets & driving sales initiatives to achieve business goals & managing the frontline sales team to achieve them
- Identifying & developing new clients for providing telecom / business solutions, thereby generating new business for the organization and contributing to overall profitability
- Strategizing the long term business directions to ensure maximum profitability in line with organizational objectives
- Analyzing latest marketing trends and tracking competitors' activities and providing valuable inputs for fine tuning sales & marketing strategies
- Implementing strategic sales and marketing and operational plans for Prepaid Retail business
- Coordinating with the Marketing Department with regards to revamp of product & service portfolio aligned to market trends
- Imparting training & monitoring the performance of team members to ensure efficiency in sales operations and meeting of individual & group targets
- Assigning and finalizing targets of sales officers and Distributor DSEs per month

- Interacting with marketing manager for Branding of retails as well as good locations

Oct'07- Jul'10 with IDEA Cellular Ltd., Dehradun as Assistant Manager (Prepay Sales)



Key Result Areas:

- Formulated strategic sales & marketing and operational plans for prepaid retail business
- Analyzed industry trends and imparted training to sales staff on targeted objectives of the company
- Interfaced with the supply chain for stocks availability, Commercial, MIS, Logistics, and Marketing Support Department
- Managed TSEs and Prepaid Distributors
- Implemented various schemes and executed objectives in order to get desired results in line of company objectives
- Allocated and ensured completion of targets of sales officers and distributor FSEs

Highlight:

- Acknowledged with Best Zonal Sales Award in 2008

Dec'05 – Oct'07 with Bharti Airtel Ltd., Bareilly as Zonal Head (PCO)



Key Result Areas:

- Successfully led entire Moradabad, Pilibhit and Bareilly District of UP West for PCO Sales & Distribution; drove the installation of PCO's through distributor
- Imparted training and motivated the distributor FSE's in Field
- Safeguarded asset tracking system in place and the same was executed by distributors
- Rolled out innovative strategies in rural & interior markets and increased penetration of PCO's
- Brought in revenue by converting high ARPU PCO's of competition

Highlights:

- Made 300% significant growth across India as a result of which the territory was credited to be one of the most penetrated markets of Uttaranchal
- Successfully launched FWP with inbuilt features of PCO in sales model
- Merit of establishing 200 new PCO RCV selling outlets through allocation of work to the Sales Officers
- Planned & organized sales promotional campaigns through van in villages and marketplace

Previous Experience



Feb'01 – Dec'05 with Reliance Infocomm, Delhi as Sales Executive (Channel & Corporation)



Highlights:

- Successfully launched Reliance Wireless and Wire line
- Profiling, segmentation and getting orders for DLC installation for Wire li3inesonnectivity.
- Wire line sales and services in SMEs and Corporate.
- Managed elite corporate accounts entailing KLJ Group and SMEs
- Hired 28 DAEs and cable operators for local broadband sales within the organization
- Worked and full knowledge of ROHINI, NARAINA IND AREA, KIRTI NAGAR, CONNAUGHT PLACE, MAYAPURI, NEHRU PLACE, .

Sep'00 – Jan'01 with Maharishi International Organization, Ajmer as Admin Officer

Training / Project

Title: Market Dynamics for Trade in Photocopier Machine
 Organization: Modi Xerox Ltd., Lucknow
 Duration: 6 weeks

Title: Formulation of Strategy to Convert the Inactive Demands of Projectors into Active Demand for LCD Multimedia Projectors
 Organization: HCL Info System Limited, Lucknow

Duration: 1 Month



Personal Details

Date of Birth: 1st June 1974
Languages Known: English and Hindi
Address: 175, GF, SEC 1, Aditya world City, Ghaziabad, UP-201002
Contact no: 9045999070
Mail: uxaabhinav@gmail.com