



RAKESH KUMAR SAHOO

SALES | BUSINESS DEVELOPMENT | MARKET DEVELOPEMENT

An enthusiastic & high energy driven professional with over **6.5 years** of experience; targeting challenging opportunities in **Sales & Operation** with a reputed organisation

Preferred Location – **Bhubaneswar, Cuttack**

Profile Summary

- Extremely skilled in monitoring the overall business network in the assigned territories by coordinating and monitoring the activities of different channels together while ensuring optimal performance from individual channels
- P&L Driver & Revenue Accelerator: Drove the sales & marketing operations for the organization, employed a pragmatic approach and catapulted the profits
- Skilled in reviewing statistical forecast models to improve forecasting & reviewing customer sales data
- Team-based management style coupled with the zeal to motivate peak individual performances with exceptional leadership skills
- Executed and supported the operational aspects of business booked such as generating proposals, writing contract, customer correspondences and so on
- Created an extensive database of potential clients and executed the sales plan for acquiring new local clients
- Managed the existing client with an aim to extend business and create future partnerships

Key Skills

Partner Management
Partnerships & Alliances
Demand Shaping & Forecasting
Team Handling

Customer Engagement
Business development
Profitability Operations
Sales Strategies

Service Orientation
Lead Generation
Key Account Management
P & L Driving

Employment Details

Oct'21- till date at Pharameasy B2B as City Head.

Role:

- Lead the management & execution at operational level.
- Supervising & monitoring all operational responsibilities of sales & distribution i.e., sales, logistics, warehouse operations, depot management etc.
- Responsible for the annual budget & financial performance across territory
- Taken ownership of the P&L of the territory.
- Responsible for technology implementation & created seamless information flow across the organization.
- Identifying & exploiting business opportunities with both new & existing customers.
- Analyzing market activity & trends.
- Reviewing the growth in business on weekly basis & guide team in achieving goals.
- Lead & engage with the team members of the territory with responsibility of their recruitment, training & retention.

Jun'19- Oct'21 with Hiveloop Technologies Pvt. Ltd.(Udaan) as Regional Lead.

Role:

- Driving sales strategies for attainment of periodical targets with a view to optimize revenue from secondary markets with the support of manpower provided to me.
- Achievement of financial goals – through management of team of BDEs and potential creation of new markets (as per the approved strategic plan).
- Providing & organizing coaching and development under a robust supervisory structure that ensures all business is carried out in a compliant manner and that staff are trained in the core capabilities of – sales process, compliance and product and market knowledge
- Achieving aggressive revenue number in a highly competitive market by selling a diverse portfolio of 15+ products i.e Consumer durables,Kitchen Appliances,Toys,Baby gear etc.
- Pin code wise Beat planning, Business Expansion and strategy planning.
- Vertical wise growth analysis.
- Tracking & Monitoring the way of working of my team.
- Taking sole responsibility to issue the credit line for retailers.
- Identifying new market segments & tapping profitable business opportunities.

Mar'19- Jun'19 with Oravel Stays Pvt. Ltd.(Oyo Rooms), Bhubaneswar as Demand Manager

Role:

- Analysing current client base or target market for the hotel; devising new ways to expand that client base
- Developing promotional and advertising materials for the hotel and oversees distribution of marketing materials
- Reaching out to organizations and businesses that might require a hotel for conferences and events; meeting with representatives from these companies to explain the hotel's merits and amenities
- Networking with wedding planners and special event planners to encourage hotel bookings
- Designing and advertising special group rates and packages to increase larger bookings
- Managing accounts of high-profile clients
- Processing payments and applying discounts as necessary
- Addressing and resolving any issues or complaints regarding sales or marketing.
- Coordinating with the corporate clients for availability of Room Nights, Banquets, Meetings, Incentives, Conferences, Events (MICE)
- Focusing on maximizing customer satisfaction through prompt resolution of issues and qualitative service delivery
- Recording & processing reservations made by various sources; built a strong database of corporate clients in the designated area; providing assistance in budgeting, forecasting, and competition information; conducting inter-departmental training programs.
- Ensuring that in-house guests are treated well and experience a wonderful stay in the hotel.

Oct'17-Mar'19 with ANI Technologies Pvt. Ltd., (Ola Cabs) Bhubaneswar as Business Development Executive

Role:

- Identified business opportunities; coordinated business generation activities; developed customized targeted strategies.
- Built business relationships with current and potential partners; understood their needs and offered solutions and support; answered potential partner questions and followed-up call questions.
- Collaborated with operation and leadership to secure, retain, maintain short- and long-term business development plans and grow fleet size.
- Handled leasing cab vertical.Participated in onboarding more partners to this vertical.
- Managed cold, active, inactive calls, appointments, and interviews; met annual business goals

Food Panda, Bhubaneswar as Operation Manager

Role:

- Maintained good relationships with restaurants owner/Manager so that the business maximized the value of those relationship.
- Managed complete operation of sales team.
- Achieved the targeted goals in assigned area through new client acquisition.
- Assisted the team in dealing with the restaurants.
- Identified key contacts at client location to establish and foster a relationship
- Participated in one-on-one meetings with restaurants to explain services in an effort to guide their choices
- Understood problems and challenges of clients and identified ways to address those needs
- Grew the business by identifying new sales and business development opportunities
- Monitored and assessed activities of competitors to proactively satisfy and retain clients
- Involved in successful launching of Foodpanda in Bhubaneswar cluster cities.

Jul'15-Sep'17 with Axis Bank Ltd., Bangalore as Sales Officer

Role:

- Displayed products in-line with customer needs, provided technical descriptions of products and their usage
- Upheld knowledge of current sales & promotions, policies regarding payment, exchanges & security practices
- Explained features and advantages of various policies to promote the sale of insurance
- Involved in various processes i.e. CLI, Instant loan, General Insurance, One assist etc .

Education

- B.Tech. I T from Temple City Institute of Technology & Engineering, Bhubaneswar in 2014 with 67%
- 12th from Baisimouja College (CHSE, ODISHA), Jagatsinghpur in 2010 with 45%
- 10th from Nilamadhab Jew Bidyapitha(BSE, Odisha), Cuttack in 2008 with 62%

Personal Details

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| Date of Birth: | 2 nd June 1993 |
| Languages Known: | English, Hindi and Odia |
| Current Address: | Plot no-3596/5376, Palasuni, Rasulgarh, Bhubaneswar- 751025 |
| Permanent Address: | At-Amarpara, PO-Sithalo, Dist-Cuttack, Orissa- 754294 |