

Bhabani Shankar Mishra

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I have leadership experience in the consumer durables and Telecom sectors, with expertise in channel management. As a sales leader for Vodafone Idea Limited, I am responsible for prepaid distribution at Nashik City & upcountry rural markets with an average revenue of Rs. 9.5 crores per month & 42% customer market share. I lead a team of 6 Territory Managers, and responsible to develop & implement the channel strategy, manage relationships with channel partners, and achieve sales target in a highly competitive market environment.

Skills

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|-----------------------------------|--------------------------|
| ▪ Channel Management | ▪ Adept at handling |
| ▪ Team building, | competing priorities |
| development & leadership | ▪ Conflict Management |
| ▪ Dealing with ambiguity & change | ▪ Stakeholder Management |

Experience

Vodafone Idea Limited | Nashik..... Sep 2018 – Present **Distribution Manager**

Channel Management

- Developed the prepaid distribution channel for Nashik city & upcountry taluka's.
- Formulated and implemented a robust distribution channel strategy to achieve trade advocacy (TSAT) / Retailer satisfaction, sustainable reach, coverage and geographical footprint
- Developed channel expansion strategy by evaluating distribution coverage, penetration and performance.
- Designed and delivered on new product launches in the distribution channel with the circle Sales and Marketing Teams
- Delivered sales target for all products (quality prepaid gross and revenue targets, unlimited product penetration, acquisition market share etc.) by ongoing monitoring and reviews of the Distribution channel.
- Created mechanism for gathering competition intelligence-based insights for protecting base and increasing share of subscribers and revenue

Team Development

- Built and lead a team of 6 Territory Sales Managers

Sales performance

- Consistently achieved Gross and Net Acquisition targets in the territory for the distribution channel. The market contributes to a revenue of Rs. 9.5 crores per month, compared to Rs. 5 Crores when I started
- Have won 3 times Zonathon Reward in Nashik zone (OND 18, AMJ 19 & JFM 20) which is a prestigious award in VIL based on achievement of multiple KPI's.
- Topped Circle in January 20 for the Programme "UI Cha Raja" a programme aimed at converting Non UL Base to UL base

Idea Cellular Limited | Pune & Nashik.....June 2008 – August 2018 **Area Sales Manager**

Channel Management

- Developed the postpaid distribution channel initially for Nashik & latter for Pune
- Specialized in high revenue generating customers through quality acquisitions

Team Development

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- Recruited and developed a team of 8 territory sales managers for postpaid sales through team of My Idea stores / company owned company operated / franchisee operated stores

Sales performance

- Appointed a large number of My-IDEA stores: 13 in Nashik & 62 at Pune City Market
- Sales performance was recognized by Idea in “Smart Warrior Contest” for being the lone postpaid lead in Pan India for handset sales contest launched in 2012
- Was selected for Development Assessment Centre as part of Management Development Function in the year 2015

Reliance Communications Limited | AllahabadMarch 2007 – May 2008 **Customer Service Lead**

- Responsible for customer care , retention & billing / collections for postpaid subscribers
- Ensured consistent smooth operation of all touch points (RW / RCO) customer care.
- Developed customer contact programs at several towns in the territory and WWE's
- HNI churn management and reduction in value churn

BHARTI AIRTEL LIMITED | Kanpur.....March 2004 – March 2007 **Territory Sales Manager**

- Appointed Airtel stores & distribution channel at Kanpur market in prelaunch phase of Airtel at Kanpur: Total 6 ARC's & 1 postpaid distributor appointed at Kanpur city.
- Manpower on board , training & appointment
- Postpaid gross acquisition in retail & sme segments through the ARC's & distribution retailers
- Timely implementation of schemes for ensuring retailers , Airtel Relationship centers & direct sales agents engagement

BPL LIMITED | Lucknow.....May 1998 – March 2004 **Senior Sales Executive**

- Started as a management trainee and grew through the ranks to senior sales executive.
- Managed Sales of consumer durables through distributors & multi-brand retailers across geographies of Uttar Pradesh east markets
- Organized and led road shows in various markets & tie ups with Finance Companies for easy financing & institutional sales of consumer durables
- Designed & implemented trade schemes to ensure maximum shelf visibility of Brand at retail stores & counter share.
- Won foreign tour scheme during the stint at BPL Limited for delivering outstanding growth in entertainment electronics business group product category in Varanasi territory.

EDUCATION

Xavier Institute of Management & Entrepreneurship Bangalore, PGDBA in **Sales & Marketing**, 1998

Manipal Institute of Technology Manipal, **B.E., Mechanical Engineering**, 1995