

ASWINI KUMAR SWAIN

SENIOR SALES OFFICER

HOW TO REACH

+919178444401

SWAINASWINIKUMAR92@GMAIL.CO

M

ADDRESS: PLOT NO- N-4, 1461/B, IRC
VILLAGE, NAYAPALLI, BHUBANESWAR
ODISHA

PROFILE

I am an experienced senior sales officer seeking a full-time position in the field of sales and marketing where I can contribute my skills in sales marketing with a growth-oriented organization.

SUMMARY

- **Currently associated with Dalmia Bharat Group Limited.**
- Having 6 years of experience in Channel sales, retail sales, direct sales, distribution management, Marketing & Business development.
- Working as Senior Officer in **Dalmia Bharat Limited.**
- Handle the retailer, dealer, contractor, architecture, distributor and corporate sales successfully.
- Having knowledge in Marketing, distribution, Sales and finance functions.
- Adapt at applying channel sales techniques to the manufacturing industry.
- Proficient in all aspects of sales.
- Ability to implement cost-effective sales techniques to boost revenue.
- Solid communications and motivational skills.
- Ability to think out of the box, and contribute ideas towards achieving operational excellence.

PROFFESIONAL EXPERIENCE

SENIOR SALES OFFICER (BHUBANESWAR)

DALMIA BHARAT GROUP LTD.

JULY 2019 -JANURARY 2021

1.Planning & Executing activities to achieve the Sales Target

- Achieving sales target (weekly/monthly/annually) from Unit head & preparing action plan.
- Develop & Manage Dealers/Sub dealer network & ensuring best in class & after sales service.
- Planning days activities involving tele-calls to dealers/sub dealers (prioritizing top 10 dealers), determining
- their requirements & subsequently move for market visit for the day.
- Market Visit-gathering all information about dealer/sub dealer to be visited, convey them about current pricing, company's schemes, current average lifting, apprising them about the current shortfall in their monthly/weekly/ annual targets, motivating them to lift max qty.
- Inspecting dealer's/sub dealer's godown, ascertaining their current inventory & calculate volume which can be pushed under given market conditions, engaging dealers to lift required volume.

2. Collection of outstanding payments

- Engaging dealers to avail max cash discount & putting strategies ensuring speedy recovery of outstanding payments.
- Keeping track of payment from dealers and puts continuous efforts to align them to avail cash discount. Educate about benefits & convert them to RTGS payment. Use different strategies ensuring recovery of outstanding amount.

3. Servicing The Network

- Escalate unsolved issues w.r.t pricing, schemes, servicing, support required to Unit head & ensures its timely redressal.
- Providing market data w.r.t new construction activities, dealer's feedback & requirements to TSD & closely coordinate with TSD team for executing required interventions & ensure customer conversion to our brand leading to higher sales volume.
- Oversee marketing activities at dealers/sales counter, apprising the marketing department about quality of the services & support required enabling higher counter sales.
- Providing unmatched proactive services to dealers/ sub dealers. Provide them with various comparative analysis w.r.t increasing volume to be lifted.
- Building/further strengthening relationship with dealers/sub dealers -data collection of special events like birthdays, marriage anniversary, and children's birthday & celebrating them at suitable place.
- Resolving queries of dealers/sub dealers, customer complaints(product related) & apprising unit head /technical team ensuring prompt resolution with stipulated TAT.
- Closely coordinating with Logistics team, C&F/Dealers ensuring timely delivery of materials

4. Market Intelligence

- Gathering & study various comparative analysis with dealers performance.
- current yr target with current year achievement, study , compare & updating it on regular basis.
- Proactively collecting market information :competitor pricing, schemes, market trends, perception about our brand & its reach.
- Working out strategies with team and seniors to convert the dealers one tier up.
- Collecting information from dealers/sub dealers /general market about ongoing construction activities in vicinity & cement brand used. In case competitor brand is getting used then passing information to TSD & coordinate for technical activities for brand conversion.
- Working on strategies with team members reactivating non performing channel partners.
- In case of new dealer/sub dealer appointed-identify the potential dealers/sub dealers, put continuous efforts to engage with them
- Provides inputs, leads about new projects having Non trade market to IBD team.

SENIOR OFFICER (MUMBAI)

ULTRATECH CEMENTS LIMITED (UNIT BIRLA WHITE)

AUGUST 2018 -JUNE 2019

- Identify & appoint new distributor/stockiest for assigned territory.
- Handling the stockiest.
- Co-ordinate with partners to create and execute business plans to meet sales goals.
- Evaluate channel partners sale.
- Maintaining the stock record of depot for allotted area.
- Monitoring the payments of stockiest.
- Handling the channel sales activities and retailer promotional activities.
- Educate partners about new schemes and product portfolio and complimentary service offered.
- Analyzing the existing promotional and marketing activities and develop sales plans.
- Planning for promotional activities.
- Allocating areas to sales representatives.
- Planning & Developing sales strategies and targets.
- Keeping up to date with products and competitors.
- Monitoring sales team performance.

- Work in close association with the brand teams to promote the right portfolio mix.
- Ensure the right quality of Rural Distributors to drive revenue extraction from target markets.
- To identify the categories, plan and give shape to interventions to increase the Rural MS.

TERRITORY SALES OFFICER (MUMBAI)

AMBUJA CEMENTS LIMITED
JUNE 2016 -AUGUST 2018

- Monitor the channel sales activities.
- Responsible for achievement of the sales target set by the company the new business development and performance of all sales activities related to products in assigned market.
- Developing new policies and procedures to improve sales performance and resolving dealer.
- Handling and well maintaining the distributors.
- Primary Sales and Secondary Sales Generation through Dealers and End users respectively.
- Maintain the productive communications with sales partners.
- Prepares Web-based presentations for sales partner.
- Allocate the resources as necessary based on sales forecasts and projections.
- Identifying and exploring new markets and tapping profitable business opportunities.
- Establish the training programs for sales partners on channel sales techniques.
- Analyze the existing promotional and marketing activities.
- Established and maintained mutually productive relationships with sales reps.
- Provides the timely collections and payment support for trade vendors and customers
- Negotiates agreement terms and conditions for all packaged cement purchases.
- Creates and maintain a customer relationship management database.
- Provides resource management assistance.
- Prepares and performs the channel sales demonstrations for perspective partners.
- Enhance market penetration by developing and managing a network of retailers/dealers/distributors/franchisee and achieve business growth.
- Attended channel partnership meetings and provided suggestions to improve distribution.

BUSINESS DEVELOPMENT MANAGER

CEASEFIRE INDUSTRIES PVT LTD.
MAY 2015 -JUNE 2016

- Building, Maintaining and Retaining Healthy Business relations with Corporate Clients to generate more Business from Existing Clients.
- Generating Leads through Continuous visits, Building good relationship with Corporate Clients.
- Identify New Potential Customers for the Business Development.
- Handling Customer queries for their Satisfaction and for Creating New Business Avenues.
- Analyzing Competitor Activities and Reporting to Related Officers.
- Increasing Sales through existing Corporate Clients and through New Clients.
- Work on SPANCO process.
- Sales Pipeline management.

ACADEMIC CREDENTIALS

PGDM

INSTITUTE OF MANAGEMENT & INFORMATION SCIENCE | 2013-2015

BACHELOR OF COMMERCE | MAHARISHI COLLEGE OF NATURAL LAW

UTKAL UNIVERSITY, BHUBANESWAR | 2013

HIGHER SECONDARY SCHOOL | MAHARISHI COLLEGE OF NATURAL LAW

BHUBANESWAR | 2010

SECONDARY SCHOOL CERTIFICATE

PRABHUJEE ENGLISH MEDIUM SCHOOL (CBSC) | 2008

ACADEMIC PROJECTS

DURING PGDM

Company : **TVS Motors Ltd**

Position : **Marketing Summer Intern**

Period of work: **8th May 2014 to 15th July 2014**

Project Title : **Consideration and Non-Consideration Study Of New Product**

- Understand consumer preferences for product.
- Consideration and non-consideration study
- Market research and survey
Comparison study of different Automobile Companies.
- Take sample respondents, prepare the questionnaire, collect their opinions and evaluate it.

ACHIEVEMENTS

- Employee Of The Q17.
- Consistence achievements of target given.
- Shoot For The Star and Employee of the August and September.
- Aspiration Achieved of 2016 & 2017.

PERSONAL DETAILS

Date of Birth: 2 October, 1992

Personal Qualities: Hard-working, Reliable, Accountable, Analytical, Creative and Innovative.