***SUMIT BAHREE***

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Seeking assignments in/Sales/Marketing/Brand Management/Business Development with a growth oriented organization

***An Overview***

Result-driven professional with over 19 years of experience in Sales&Marketing,Business Development,Retailing,Client Relationship Management and Key Account management.

A skilled planner,strategist ad implementer with deftness in devising and implementing strategies aimed at ensuring successful running and management of operations.

Proficient in managing business operations encompassing key account development,finalisation of strategic business partnerships,relationship management&market analysis.

Expertise in managing and creating strong distribution network,launching new products,developing franchisee operated exclusive outlets/monitoring commercial and accounts jobs and handling logistics.

Familiar with budget management,scheduling,P&L management.

An impressive communicator with honed interpersonal,team building,negotiation,presentation,convincing&analytical skills.

Specialities-Strategy planning,Profit centre operations,Business Development,Retail operations,Key account management,Product management,Product promotion,Channel Management,Distribution management,Team Management,Visual Merchandising.

Currently associated with Brijbasi Group as Zonal Manager-Sales

***Core Competencies***

* Establishing own goals and of the team to match corporate goals, short term&long-term budgets and developing business plans for the achievement of these goals.
* Formulating business plans for development and growth of the organization. Steering entire business directions, ensuring profitabilityin line with organizational objectives.Acquiring&developing new clientsand negotiating with them for securing profitable business.
* Exploring business potential,opportunities&clientele to secure profitable business volumes.Driving sales initiatives to achieve business goals&managing the frontline sales team.Conducting competitor analysisby keeping a close view of market trends to achieve metrics.
* Managing customer centric operations and ensuring customer satisfaction by achieving delivery timelines and service quality norms. Interface with clients for suggesting the most viable product range and cultivating relations with them for securing repeat business.
* Monitoring, recruiting,training&motivating the manpower&ensuring quality deliverables in the market. Providing direction,motivation&training to the sales team for ensuring optimum performance and enhancing their professional&soft skills.

***Zonal Sales Manager***

***Since July 2017***

***Brijbasi Group specializes in Publications/Chemicals/Ambulance services/Exports/Ekaani-life style luxury product portfolio.***

***Ekaani*** is a renowned brand in the field of Life style luxury products/gifts for all occasions/Art&décor products and catering few other brands like ***Versace/Rosenthal/Roberto Cavalli/Noritake/Chinelle/Wedgwood/Goebel/Royal Albert.***

Roles & Responsibilities:-

* Responsible for Business Development and increasing revenue & profitability for the region.
* Establish sales objectives by forecasting and developing targets within the region, projecting expected sales volumes and profits from existing and new business accounts.
* Maintain sales volumes.
* Establish sales pricing by understanding/monitoring costs,  market/changing trends, supply & demand, economic indicators, competitors.
* Achieve sales goals by their deadlines. Execute corrective measures.
* Achieve overall customer satisfaction goals.
* Ensure proper marketing of our services and regularly review the list of target customers.
* Pursue and secure target opportunities from the defined target customer list.

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| Key Performance Indicators:-   * Business Growth from New and Existing Customers. * Actual New Business (Net Revenue- Monthly/Annual) * Increased Profitability. * Receivables  Management. * Quality and status of Target Customers. * Sales team Management / Development. * Internal and External Customer Satisfaction. * Engagement /cooperation with sales/operations team and management. * Maintain Technical and professional knowledge. * Quality Improvements. |
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***Manager Sales*** ***Since Dec 14-Jun 17***

***Aeroaids Corporation***-India’s largest aerosol spray paint and specialized coatings manufacturer. The brand com-paint offers a wide range of touch up spray paint cans perfectly shade matched to OEM industries and their vendors.Aeroaids offers car care products along with touch up applications.

***Key Deliverables***

* Preparing&Implementation of business plan market wise through analysis of sales &category shares, product distribution&availability of SKUs on regular basis.
* Initiate the action plan to capture additional sales opportunity for fast moving products and minimize inventory through timely clearance of slow moving products.
* Maintaining MOP (Market Operating Price) and implement strategies and procedure in accordance to local market conditions.
* Coordinating with marketing team for efficient execution of consumer promotions activities on regular basis as per local market scenario.

***Notable Attainments***:

* Started and expanded fully operational sales network in Pan India along with industrial sales and made the product presence visible in virgin areas as per the guidelines and norms set by the organization.
* Sales Promotion activities started by organizing road shows, canopy activities in high street markets to promote sales and brand enhancement.

***Zonal Sales Manager*** ***May 10-Dec 14***

**Micro Retail Limited-A subsidiary of Micro Technologies dealing into security&surveillance products with a presence of Pan India.**

**Reporting To-National Sales Head**

**Designation-Zonal Sales Manager**

**Sales operations**

* Preparation & implement of Business Plan market wise through analysis of Sales & Category Shares, Product Distribution & availability of SKUs on a regular basis.
* Responsible for Secondary Sales and ensuring that the profitability and financial objectives of the franchisees are met.
* Initiate the action plan to capture additional sales opportunity for fast moving products and minimize inventory through timely clearance of slow moving products.
* Ensure consistent growth in sales, store profitability and retail parameters such as high Per Bill Average, high conversion rate.
* Monitoring, mentoring & motivating the sales team for effective functioning by adhering to best retail standard such as Staff (grooming, training, looks, morale, punctuality), Admin (cash deposit, compliance to local laws), Product (display, re-ordering).
* Maintain MOP (Market operating price) and implement strategies and procedure in accordance to local market condition.
* Coordinating with marketing team for efficient execution of consumer promotions & activities on a regular basis as per local market to get maximum footfall and business.
* Ensure visibility through proper display of merchandising material and adequate usage of selling space & specific interventions (promotions, tie-ups, other marketing initiatives).
* Competition brand mapping, display arrangements, sales promotion schemes and benchmarking accordingly to existing and proposed outlets.
* Work with the commercial team for billings, payment collections, credit notes processing & account reconciliation.

***Customer Relationship Management***

: Increased customer satisfaction rate by responding quickly to customers’ needs and developing relationship with the customers

: Generated and closed sales leads required to start the customer validation process by building a strong relationship with the clients.

: Collaborated with team of specialists driving key performance indicators for CRM adoption and utilization

: Effectively communicated with other team members and directed calls to appropriate individuals when other arrangements needed to be made on the spot

: Priotized customers request ensuring that all last minute requirements were met.

: Executed departmental efficiency processes which positively impacted and increased customer satisfaction

***Area Manager*** ***Since April 06-April 2010***

***Samsonite South Asia Pvt. Ltd***

***Key Deliverables***

* Managed the entire business operations of Samsonite and American Tourister in Delhi through various channels like EBO, Franchisee, Modern Trade and B2B
* Developed successfully franchisee network
* Developing periodic business plans&strategiesin coordination with macro plans of organization.
* Developed the entire distribution channel by appointing distributor and delivered the accountability and profitability of this channel
* Enhancing the velocity of sales via-dealers, departmental stores, hyper, shop n shop company stores and franchisee outlets
* Spreading of Brand through market mapping which includes-

1. Markets/Locations to start new franchisee stores/company stores
2. Suitable Franchisee
3. Internal and external coordination of store start up-lay out
4. Submit daily, weekly, periodically MIS reports to higher ups

* Focus on individual categoriesand promote to maximize sales potential
* Identifying and networking with strong and reliable channel partners resulting in deeper market penetration

**Notable Attainments**

* Business target achieved over 110%
* Key Clients handled like Shoppers Stop/Big Bazaar/Lifestyle/Debenhums&Westside
* Successfully set up distribution channel
* Institutional Business target achieved.

***Sales Executive*** ***Since Jan 99-April 2006***

***Sar Silicon Systems Pvt. Ltd-Luminous power technology and power products***

***Key Deliverables***

: Administered the sales network of North&Central Delhi

: Manage the core process of channel management sub processes with focus on maximizing sales both primary&secondary

: Generated and appointed new business partners

: Developed relationship in the markets to maximize business potential

: Organized and handled brand visibility activities like road shows, leaflet distribution and canopy activities to promote sales.

***Scholastic***

: PG diploma in Sales&Marketing from All India Institute of Management Studies

: Graduatein Humanities from Satyawati Co-Ed college

: High Schooling from Kulachi Hansraj Model School

***Personal Vitae***

Date of Birth- 19th Dec 1977

Fathers Name-Sh.A.K.Bahree

Address-4 Dharam Pura Lodge Subzi Mandi Clock Tower Delhi-110007

Date:

Place: ***(Sumit Bahree)***