

VIPIN SHARMA
A-165 SECTOR 23, SANJAY NAGAR (OLD RAJ NAGAR), GHAZIABAD
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Career Objective

- To learn and grow at each and every step of my career, contribute to the growth of the organization through my ability for overcoming challenges through hard work and dedication.

Professional Experience

Patanjali Ayurved Ltd. As Area Sales Manager – (June 2017 – Till Date)

- Exploring potential business avenues & managing marketing & sales operations for achieving the business targets; initiating market development efforts and increasing business growth
- Analyzing latest marketing trends, tracking competitor activities & providing valuable inputs for fine-tuning sales & marketing strategies
- Identifying new streams for revenue growth & developing plans to build consumer preference
- Recognizing prospective customers, generating business from the existing customers to achieve business targets
- In-depth analysis of markets, industry trends, competitors and clients to improve strategic planning and decision-making
- Driving positive Return On Investment (ROI) by establishing appropriate selling model, customer metrics, and a compelling incentive compensation plan
- Building and maintaining healthy business relations with customers, ensuring high customer satisfaction matrices by achieving delivery & service quality norms
- Leading, mentoring & monitoring the performance of the team members to ensure efficiency in process operations and meeting of individual & group targets
- Framing sales strategy for the market, assessing the market gaps in terms of activation and providing distribution to increase business
- Formulating and implementing marketing strategies and promotions to increase market penetration and to drive revenue and profitability by maximizing sales
- Forming & maintaining business relationship with key customers for smooth business transactions and achievement of business targets
- Collecting SD/DB/SO/MKT feedback and analysing the same in order to provide suggestions to ZM/RM for further actions
- Engaged in the:
 - Appointment of the DB at district & tehsil level as per business needs
 - Primary planning at SKU level.

Highlights:

- Contributed to identifying upcoming product opportunities; supported product development to enhance/develop current/new products which resulted in sales growth
- Delivered 254% growth for FY 2017-2018 within the assigned geographical zone

Hindustan Unilever Ltd. Territory Sales Officer – (October 2011 – June 2017) Worked in central and West up

- Handling HPC business in general trade , managing the distribution channel.
- Monitoring & Tracking of Primary & secondary sales at territory level on daily basis.
- Conducting review meetings, regular training and development sessions for the sales team and taking corrective actions whenever required.
- Ensuring distributor's investment and infrastructure in line with the company's expectations.
- Ensuring proper launches in the market with the planned sales promotion.
- Developing markets for revenue growth and maintaining relations with the customers for achieving business objective.
- Planning and implementing sales through category wise, brand wise, sku wise and channel wise evaluation.
- To sustain and increase the growth and market share in the assigned area of operations by analyzing territory data.
- Meetings with operations team to ensure right trade supports are provided and providing feedback regarding competition activities.

- **Hindustan Field Service: Specialist Sales Leader (LAKME) – (January 2009 –September 2011)**
 - Business maximization in an assigned area.
 - Working in HUL3 (Lakme Colour) , Handling small and major cities like Agra , Aligarh, Bulandshehar, Dadri, Hapur, Modinagar, khatoli etc
 - Handling network of 11 stockists from west up.
 - Developing untapped market.
 - Keeping eye on ups & downs of prices for maintaining our brand price.
 - Developing existing market through promotional activities, meeting & implementing sales promotional strategies.

Key Achievement

- Achieved highest sales Growth in trade for west up Area.
- Motivated customer network.
- Conducted In Shops activities at the time of Festival season of karwa Chauth, Raksha Bandhan .

Educational Qualifications

- ⇒ B.com from Delhi University in 2009
- ⇒ 12th from Dehra Doon Public School in 2006
- ⇒ 10th from Green Field Public School in 2004

Personal Information

Date of birth: 22 May, 1988.

Languages known: Hindi, English
