

# VIKAS SAXENA

## 2/4-Lekhraj Enclave.

Vikas Nagar Kursi Road

## Lucknow (U.P)

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Key Skills	Presently Handling the Major Sales Activities
Job Objectives	Sales and Marketing
Total Experience	15 years
Current Industry	<b>FMCG</b>
Current location	<b>PARLE PRODUCTS. PVT. LTD., LUCKNOW (U.P)</b>

### SUMMARY OF SKILLS AND EXPERIENCE

**Career Objectives:** To serve in as organization which offer room for both personal and professional growth and to attain a position of eminence through my skills, perseverance and hard work.

### *Experience*

Total 10 years of experience of Sales in different profile.

### **LOCATION WISE WORKING EXPERIENCE.....**

**AUG.2007---MARCH 2014..... SOUTH GUJARAT(GUJARAT)-PARLE PRODUCTS PVT LTD.**

**APRIL.2014—SEPT.2014-----PUNE (W-MAHARASTRA)-----PARLE PRODUCTS PVT LTD.**

**OCT...2014—TILL..... LUCKNOW(UTTAR PRADESH)-----PARLE PRODUCTS PVT LTD.**

### **ACHIEVEMENTS**

- *Aug.07 to March.08 worked as a Sales Officer in Parle Products Pvt. Ltd.*
- *In April.08 I got promotion & worked as a Sr. Sales Officer in Parle Products Pvt. Ltd. Till Dec.08.*
- *In Jan.09 Once again Company promoted me & right now I m working as a Sales Executive*
- *In April.12 I got another appraisal n re-designated as Sr. Sales Executive .*
- *In April 15 Again Co Promoted me As ASM.*

Company	<b>PARLE PRODUCTS. PVT. LTD.</b>
Designation	<b>ASM.</b>
Area Covered	<b>Lucknow</b>
Duration	<b>April 15 – To Till</b>

### Major Highlights..

- Handling, Modern Trade, Institutional as well as General Trade sale.
- 1 sales executive & 5 Sales Officers Reporting to me
- Major Role is Team Management.
- Dealing in All 3 categories..ie Bis..Confe..N snax.

**Company**  
**Designation**  
**Area Covered**  
**Duration**

**PARLE PRODUCTS. PVT. LTD.**  
**Sr.Sales Executive.**  
**Surat (Gujarat)**  
**Aug 2007 – Sept.2014**

## **Job Profile**

### **1. Distributor Management.**

- Sourcing and Appointment of Distributors as and when required
- Motivating and Coaching the Distributor Team and handholding where required
- Handling distributor issues with regard to claims and ROI
- Building of good rapport as well as controlling the distributor Team
- Taking care of route operations, market scheming and breakages at the Godown
- Manage stock levels to ensure continuous availability and reorder.

### **2. Driving Volume and Growth in the given Territory:**

- Managing Primary and Secondary sales
- Operation of trade schemes within the allotted budget
- Appropriate distribution across the territory
- Taking care of High Volume Accounts (Top Customers)
- Recognizing Selling opportunities

### **3. Merchandising and Promotion**

- Manage stock levels to ensure continuous availability and regular rotation
- Fill and rotate all shelf, displays and equipment to Parle Company standards
- Properly price product
- Utilize point of purchase material

### **4. Channel Management**

- Awareness of various channels like grocery, eateries etc
- Awareness of upcoming channels like Modern Trade and how to tap them effectively
- On boarding of particular channels to our existing channel-specific scheme

### **5. Managing/ developing his team**

- Weekly Coaching of S/Ms (Sales Men)
- Effective guidance to the Salesmen regarding achieving their monthly targets, focus brands targets, ECO (Effective Coverage) etc..
- Being a communication channel between the company and the Distributor Salesmen.
- Allotting clear responsibilities to team members (Sales Officers)- assigning targets etc
- Focus on Company Projects like H.G.H.O (HAR GAON HAR OUTLET), T.R.P (TOTAL RURAL PENETRATION .)

**Company**  
**Designation**  
**Area Covered**  
**Duration**

**ICIC BANK T.W.LOAN.**  
**Team Leader**  
**Bareilly (U.P)**  
**Jan 2004 –July 2007**

## **Job Profile**

Facilitating customers by selling T.w.loans of ICICI Bank Ltd. .for companies like HERO HONDA ,TVS,BAJAJ.

Avoiding fake customers with the help of field verification.

Maintain cordial relation with Dealers.

Take information of rivals HDFC, BAJAJ FINANCE, TATA FINANCE, TVS FINANCE regarding their schemes, spot loan offer & pass on information to seniors for better service of our product.

Daily reporting of sales canvassers.

Tracking of sales target of canvassers on daily basis..

Facilitating dealers through make fast payments of them.

Tracking of defaulter customers with the help of other finance companies data & with the help of their employees.

Provide monthly basis brand wise target allocation to canvassers.

## **Professional Qualification:**

*P.G.D.BA (Marketing) in 2007, from Symbiosis Center, Pune (A GRADE)*

## **Educational Qualification:**

- **B.Sc.** from Bareilly College, Bareilly, affiliated to M.J.P. Rohilkhand University, Bareilly**(59.8%)**
- **Intermediate** with science stream From U.P. Board1 **(69.5%)**
- **High School** with science stream From U.P. Board **(67%)**

## **Personal Profile**

Date of Birth : 19 May 1978  
Father Name's : Mr. Ramesh Chandra Saxena  
Domicile : Uttar Pradesh  
Interest : Movies, Get back in touch.  
Marital Status : Married.  
Strength : Self charged and motivated

## **Declaration**

- I hereby assure you that all the information given here are true and complete to the best of knowledge and belief

**Date :**

**Place :**

**(Vikas Saxena)**