

# SANDEEP SHARMA

## Area Sales Manager

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A professional ([Currently heading the Wholesale, Retail Business For Patanjali Group](#)) with 20 + years of experience in Sales, Business Development, Distribution, Brand Establishment, Channel Management in well reputed & professional organizations. An enriching experience in sales gave me the opportunity to understand the complexities of distribution & pricing in a multichannel environment and thereby design & implement processes to ensure key sales deliverables were met consistently.

A marketing and Sales Professional specialized in direct marketing activity with strong interpersonal, Project Management and analytical skills. I am keen to pursue my career into channel development or brand development portfolio of marketing with any organization that provides challenging environment with growth. I would like to use my extensive sales, sales management, marketing to lead the promotion and sale of products.

### CORE COMPETENCIES:

Enormous experience in gamut of business activities in multi products with specialties to take care of:

- Distributor / Dealer Sales Management / Credit Control Management
- Strategic Planning & Execution
- Brand Establishment
- Team Management
- Product Development & Business Development
- Multi Product business

### ORGANIZATIONAL EXPERIENCE:

Name of Organization	Designation	Year
<b>Patanjali Ayurved Ltd.</b>	<b>Area Sales Manager (East UP)</b>	<b>Oct 2017 to Till date</b>
Relaxo Footwears Limited	Area Sales Manager (East UP)	June 2015 to Sep 2017
Parle Products Private Limited	Area Sales Manager (West UP)	Sept 2013 to May 2015
Bajaj Corp Ltd(Almond Drop)	Area Sales Manager (Lucknow /Gorakhpur)	Sept 2010 to Aug 2013
Dabur India Limited (Consumer Div)	Senior Sales Officer (Lucknow / Faizabad)	Feb 2008 to Aug 2010
Godrej Consumer Product Ltd.	Sales Executive (Lucknow)	Sep 1997 to Jan 2008



**PROFILE – PATANJALI AYURVED LIMITED.: (REPORTING TO: ZONAL SALES MANAGER)**

**Designation : Area Sales Manager**  
**Duration : October 2017 – Present**

**JOB PROFILE:**

- Responsible for revenue generation of across products / regions and yields across products through sales team.
- **AOP (Annual Operational Plan) & B.E.P (Break Even Plan).** Planning of Sales Process Management, Forecasting, Pricing, New, Supply Chain, Market Research, Brand Strategy & visibility, Merchandising, Operational Expenses and Profitability.
- Sensing consumer's change perception to innovative products that match with customer needs with Company's core competencies.
- Ensure daily coordination with the sales team and therefore resulting in daily productive work. Also regular visits to Distributors, Dealers to develop and maintain the strong business network.
- Analysis the impact of various schemes/incentives given in market and strategize variable scheme region wise to meet the requirements.



**PROFILE – RELAXO FOOTWEARS LTD: (REPORTING TO: REGIONAL SALES MANAGER)**

**Designation : Area Sales Manager**  
**Duration : June 2015 – September 2017**

The Largest producer of Footwear in India began as a small enterprise in the year 1976 and was officially incorporated in 1984 as a Private Limited Co and was subsequently converted in to Public Limited Co in 1995. Relaxo is having the strong base of 800 + Distributors and 300 + Relaxo Shoppe-EBO, Company Turnover for the FY 2015-16 was 1700 Cr.

**JOB PROFILE:**

- Appointment of new distributor and dealers in rural/urban areas of East UP.
- Played a major role in planning, display and promotional scheme with successful track record.
- Responsible for general coordination, scheduling of activities and orientation.
- Formulation of products, Sales, Merchandising with a sole objective of continuous demand creation and improve brand image among customer groups and the most important keeping the tab on developments in alternate product segments.



➤ **Profile – Parle Products Pvt Ltd: (Reporting to: Divisional Sales Manager)**

**Designation : Area Sales Manager**  
**Duration : September 2013 - May 2015**

Since 1929, Parle has grown to become India's leading manufacturer of biscuit and confectionary. As the makers of the world's largest selling biscuit, PARLE – G, and a host of the other very popular brands, the Parle name symbolizes quality, nutrition and superior taste.

**JOB PROFILE:**

- Handling Bareilly depot with an annual turnover of 50 CR.
- Leading a big size team of distributors (Approx 48).
- Appointment of distributors in vacant areas in the Bareilly zone.
- Focus on range selling and implementation of all kinds of BTL activities in all over the area.

**PROFILE – BAJAJ CORP LIMITED: (REPORTING TO: REGIONAL SALES MANAGER)**

**Designation :** Area Sales Manager  
**Duration :** Sept 2010 to Aug 2013

**JOB PROFILE:**

- **Team Management** - Train, Motivate & Lead the Team of **Sales Officers** and **ISRs** towards the achievement of sales and distribution objectives. Setting KRA's for my team under illumination of the branches KRA's and ensuring those are achieved by the team. Personal & Professional Development of my team.
- **Sales Management**: To set and achieve primary and secondary sales targets, for the area. Brand and SKU Level forecast for production and logistics planning.
- **Distribution Management**: To plan, build and maintain distribution network in area, to ensure optimum distribution. To set and achieve primary and secondary sales targets, for the area. Inventory management at channel partners level.
- **Financial Management**: Receivable management, Setting credit limits, Cost control & ensuring sales expenses remains under agreed budget for the year. ROI management & Infra negotiations with Stockiest and Super Stockiest.
- **Sales Promotion**: To plan and implement various sales promotion activities in the territory. Monitor & ensure effective implementation of BTL activities. Manage & conduct of a set of loyalty programs with a view to maximize returns on investment.
- **Operations**: To ensure profitable functioning of my partners (distributors), in alignment with organization's policies and interest. Balance between cost effectiveness and productivity of operations at channel partner's level.



**PROFILE – DABUR INDIA LIMITED: (REPORTING TO: AREA SALES MANAGER)**

**DESIGNATION :** SENIOR SALES OFFICER

**DURATION :** FEB 2008 TO AUGUST 2010

Dabur is one of the best Ayurvedic & Natural Health Care Company in India. Dabur India is also a world leader in Ayurved with portfolio of over 250 Herbal / Ayurvedic Products.

**JOB PROFILE:**

- Was responsible for the growth of all Division.
- Startup of business in the rural market along with Lucknow & Faizabad.
- Secondary generation with primary achievements.

**Major Contributions –**

**Relaxo Footwear Ltd-**

- 3 Time (Quarter 2/3/4) Continues North Region winner in contest (Rewards and Recognition Awards) running by Relaxo for Distribution and Target Achievement.

Relaxo start a task force in EUP after my recommendation for spreading Distribution in Rural market.

**Parle Products Ltd-**

- Successfully achieved all the Business Targets for FY 13-14 for Bareilly Depot.
- Increase Coverage through Extension of Distributors 48 from 36 in 3 months.
- Increase Width Coverage through addition Institutional Route in Major towns.

**Bajaj Corp Ltd, -**

- Awarded Best Area Sales Manager Team in North (Awarded SO's in Many Brands).
- Every Year achieved TGTs over and above and Get Aboard tours in Every 6 Months
- Sales Officer promoted Area Sales Manager  
Attrition rate was Zero in Field force and distributor level.

**Godrej Consumer Products Ltd-**

- Awarded Certificate of Long & Loyal Service of 5 years from Mr. A.B.GODREJ (Chairman & Managing Director) in December-2002
- Awarded Outstanding Performance Award for FY 2004-05 with Handsome Increment.
- Won Cinthol Rolling Trophy for Highest Sale in North Zone in Year-2004-05.
- Awarded for Best Sales & Distribution of Fair Glow Soap in Year-2000.

**Personal Profile**

Father's Name : Late R.L. Sharma

Date of Birth : 06<sup>th</sup> May 1975

Martial Status : Married, 2 Sons - 15+ Years & 10+ Years.

Hobbies : Travelling and Meeting People.

Passport : Available

**(SANDEEEP SHARMA)**