

RESUME

Anand Prakash Tripathi
38, Rishi Tola
Faizabad 224001
Mob. No. +91-9005033311
E-mail: aps5884@rediffmail.com

Objective

Passionately work towards achieving brilliance as an organization professional in my chosen field of Marketing & Sales. Strive to join and rise as an organization professional at a top company.

Professional Summary

A highly experienced, computer-literate, leader who has consistently adopted a systematic approach over all areas of responsibility, responding to the specific requirements of each market sector, and ensuring that the best possible level of customer service has been delivered. Developing new customers and promoting new products to the marketplace.

Work Experience: Team Management (Handling Sales Team), Direct Sales, Channel Development.

Key Result Areas

Business Development /Marketing

- Effectuating pre-planned sales strategies for accomplishment of performance milestones.
- Evolving market segmentation & penetration strategies to achieve targets.
- Utilizing market information & personal network to develop marketing intelligence for generating leads.

Distribution/Channel Management

- Establishing dealer network & responsible for making effective channel network for distribution of the entire range of products.
- Identifying & networking with financially strong & reliable dealers & distributors, resulting in deeper market penetration & improved market share.
- Appointing dealers, evaluating their performance & monitoring distributor sales & marketing activities.

Product Launches / Promotions

- Designing & implementing marketing activities for successful launching of new products.
- Building brand focus in conjunction with operational requirements.
- Ensuring maximum brand visibility and capturing optimum market shares.

Client Relationship Management

- Maintaining cordial relations with customers to sustain of the profitability the business.
- Building & maintaining healthy business relations with major clienteles, ensuring maximum customer satisfaction by achieving delivery & quality norm

Team Management

- Leading, mentoring & monitoring the performance of the team to ensure efficiency in process operations & meeting of individual & group targets.
- Identifying training needs across levels through mapping of skills required for different roles and analysis of the existing level of competencies.

Professional Experiences:-

De Diet Chef (India) Pvt. Ltd, Area Sales Manager (U.P.), Location (Lucknow) Duration- 18 Oct 2017 to Till date.

- To maintain the relationship in between company authorized distributor and CSA.
- Employing consultative selling approach & relationship marketing to close sales & exceed monthly sales objectives.

- A strong sales force of Area Sales Managers reports to me for their business.
- I have responsibility to trained my sales team on various issues related to selling of our product in the market and consist if keep on motivating and encouraging my sales team as true leader so that we do good and handsome business in each & every quarter.

Goodricke Group Limited, Area Manager, Location (Kanpur) Duration- 01 Dec 2010 To 19 Apr 2014. Sr Area Manager 20 Apr 2014 to 17 Oct 2017.

- To maintain the relationship in between other dealer's and company authorized distributor and CSA.
- Employing consultative selling approach & relationship marketing to close sales & exceed monthly sales objectives.
- A strong sales force of Sales Executives in district Head Quarter reports to me for their business.

Glaxo Smith Kline Consumer Healthcare Location (Allahabad) Sales Officer, Duration- 25 Jun 2007 To 30 Nov 2010.

- To develop allocated area for achieving laid down goals in terms of volumes & market share.
- Lead the team of field sales personnel to achieve/enhance volumes and market share category wise.
- Ensure implementation of various market development tools such as beat plan, retailer card for key stores.

Hindustan Coca-Cola beverage Pvt. Ltd Location, Faizabad Sales Executive, Duration- 10 Jun 2004 To 24 Jun 2007

- To take care of the primary and secondary sales and monitoring all parties payment as per company schedule.
- Maintaining distributor and dealer network and motivate key retailers for better attention for our product.
- To maintain the demand and supply chain.

Computer Proficiency:

- Diploma in computer Application (DAC)
- Internet

Educational Qualification:

M.B.A.

U.P.TechnicalUniversity
Lucknow

Specializing in Marketing as Major
Human Resource as Minor

B.Sc.

AvadhUniversity
Faizabad

Specialization in Physics & Chemistry

Personal Information:

Father's Name	:	MR G.K.Tripathi
Date of Birth	:	16th Feb1978
Nationality	:	Indian
Marital Status	:	Unmarried

Date:

Place:

Anand Prakash Tripathi