

SUNIL DUTT SHARMA

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Objective: To grow with an organization offering challenging opportunities where I can apply my Sales experience and knowledge for meaningful contribution towards the growth of the organization.

Summary:

FMCG Sales professional having **15 years** of diversified experience with exceptionally strong analytical skills and want to achieve a managerial position to develop and improve business plans including specific goals, objective and strategies for sales, marketing, distribution, Relationship Management and Customer retention ensuring enhanced profitability with commitment towards hard work.

Professional Profile :

- A mission focused professional with **15 years of experience in Sales in FMCG industry.**
- A result oriented professional having experience in Sales & Distribution

Work Experience

Eveready Industries India Limited. (Nov 2017 to continuing,)

Brand: Eveready, Tez Tea,

Category: Battery, LED, TEA, Flash light

Team Size- 17 Payroll (6 SO, 11 TSI)

Turn over Annual- 30 crore

H.Q-Agra

Area Looking- West UP/Uttarakhand Kumaun Area

S.C Johnson Product Pvt Ltd. (Oct 2006 to Nov 2017)

Brand: (Allout, Baygon, Mr Muscle, Glade & Kiwi)

Designation : Area Sales Manager (Jan 2014 to continuing)

H.Q : Agra (Western UP)

Team Size : 34 People (4- SO (pay roll)), (30 ISR)

Area looked: Western UP & Uttarakhand (Rural area)

Reporting to : Zonal Sales Manager.

Last Designation : Sales Officer (Oct 2010 to Dec 2014)

H.Q : Delhi

Team Size : 25 People (5-TSI), (20 ISR)

Area Worked : Western UP & Uttarakhand (Rural area)

Reporting for : Zonal Sales Manager

Last Designation: Territory Sales Incharge (Oct 2006 to Oct 2010)

Area Worked : Ghaziabad, Noida, Agra, Mathura

Team Size : 6

Key responsibility handling:

Business Development & Sales

- Setting secondary & primary targets for Executives, Market Developer, Distributor & Salesman Brand Pack wise & daily planning, execution & follow-up of targets with Executives, Market Developers, and Distributor & Tsi, Isr, Eff's.
- Liaising and building healthy relations with business partners for achieving business goals.
- Conducting comparative study of various products, competitors and analysis.
- Building new business, securing and new market identification and penetration.
- Effective Relationship management with key decision makers for business development.
- **Launching Rural Expansion Project Namely UTOPIA.**

Distribution / Channel Management:

- Appointing Super-Distributors, evaluating their performance & monitoring sales.
- Establishing sales through Distributors/Wholesalers/Retailers responsible for making effective sales of the products.
- Creating strong penetration of the Rural network.
- Identifying and networking with financially strong and reliable channel partners, resulting in deeper market penetration and improved market share.
- Handling demand forecasting & managing inventory; ensuring optimum inventory levels with channel partners to ensure timely deliveries to the customers.
- Target Planning & allocation for Executives, Distributors, and Tsi, Isr's, Eff's
- Develop and sustain the existing distributor and retailer network and effectively manage the supply chain.

Team Management:

- Handling the Distribution network and monitoring the sales activities in the assigned territory.
- Analysis and planning of business Sales Executive-wise/customer-wise/category/SKU-wise for the assigned area.
- Leading, training & monitoring the performance of team members to ensure efficiency in sales operations and meeting of individual & group targets.
Conducting meetings for setting up sales objectives to ensure smooth functioning of sale operations

2. Win-Medicare Pvt Ltd. (April 2005- Oct 2006)

Brand : Revlon
Designation: Sales Officer
H.Q : Kanpur
Other Town : Jhansi, Fatehpur, Farrukhabad
Team Size : 3

Key responsibility handled:

- Handling key Major outlet & Company outlet.
- Planning and budgeting to achieve the organization's business targets in the assigned territories.
- Developing the distribution channel for covering rural markets.
- Leading and motivation the sales team and ensuring their training and high level of productivity.
- Conceptualizing and executing innovative localized promotions for brand building.

3. Parle Biscuits Pvt Ltd (July 2003 – Feb 2005)

Designation: Sales Representative

H.Q : Agra

Other Town: Mathura, Firozabad & Foundation Town (12 town)

Key responsibility handled:

- Ensuring a healthy return on investment for SS partners and the distribution network.
- Procuring information about the competition to suitably refine the sales strategy.
- Planning the inventory and quantity and freshness of stock and control on damaged stocks, while optimizing costs.

Achievements:

- Have built a dominant position in the market despite being the highly competitive market.
- Market growth from 10% to over 50%.
- Outlet expansion from 1755 to 3854.
- Developed a committed team.

Educational Qualifications:

- Graduation (B. Com) from Dr Bhim Rao Ambedkar University Agra (2003)
- Intermediate from U.P. Board (2000)
- High school from U.P. Board (1998)

Personal Affiliations:

Marital Status : Married

Date of Birth : 21st Dec 1983

Languages Known: Hindi, English

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Declaration:

I hereby declare that the information furnished above is true to the best of my knowledge.

Date:

Place:

(Sunil Dutt Sharma)