

# Rahul Singh

Lucknow, Uttar Pradesh

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## Professional Profile {Total Exp.12 yrs }

- ☐ A highly motivated professional with twelve years of experience in sales and distribution in north and west part of India.
  - ☐ Eloquent and persuasive in dealing with management, peers, staff, and diverse customers.
  - ☐ Consistently meets and exceeds corporate sales goals.
  - ☐ Adept at determining customer requirements and delivering client-focused solutions to achieve higher closing ratios.
  - ☐ Proven expertise in working in B2B and B2C environments.
  - ☐ An effective team leader and demonstrated coaching and training team. Along with good communication and interpersonal skills.
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## Organizational Experience

1. **Current Organization:** Patanjali Ayurved Ltd, February 2018 to till date.

**Professional Profile:** looked after UP. Where my key role and responsibility are

- Distributor appointment for Biscuit & Conf vertical
- Ensure regular market coverage through sales team
- Ensure regular target achievement through sales team
- Monitor of KRA on monthly basis for Self & SO's
- Ensure efficient service levels from distributors
- Help Distributors to manage business profitably & monitor their progress
- Ensure that damage / expiry stock with retailers is destroyed and relevant credit entries are passed at distributor end
- Keep track of competitive products, trade schemes and consumer offers as well as distribution spread, margins and market sales.

2. **Previous Organization:** Parle Products Pvt Ltd September-2016 to January 2018 as an Area Sales Manager

**Professional Profile:** looked after South Gujarat. Where my key role and responsibility are

### Sales:

- Setting up and delivering primary and secondary monthly targets for the distributors in the area.
- Executing potential analysis of territory and devising action plan.
- Designing monthly sales scheme for channel partner (Stockiest and Retailer)
- Ensure settling of claims against previous month trade scheme that the distributor submits monthly.
- Responsible to keep check on the service efficiency of the distributor.
- Checking the retail coverage efficiency and credit to the market of the distributor.
- Monitoring secondary sales of stockiest and suggest improvement thereon.
- Preparing monthly reports regarding primary and secondary sales , competitor activities ,growth of the stockiest, efficiency of trade scheme etc for the regional meeting held once in a month
- Sales phasing norms

### Distributor Management:

- Appointment of distributor/stockiest.
- Responsible for the distributor performance evaluation on a quarterly basis and reporting the same to RSM.
- Responsible for the distributor ROI and reporting the same to RSM.
- Monitoring FOC transaction for Stockiest.
- Responsible for RTGS follow up.
- Monitor POP Material.

### Market intelligence:

- Responsible to keep a tab on Competition Activities.
- New product idea inputs to the company

### Other Activities:

- Billing plan to be sent to MIS.
- Reporting Stockiest and Sales Officer target.
- Designing Sales officer PJP.
- Physical stock verification at CFA.
- Verification of CFA bills.
- Reporting sales forecast.

**3. Previous Organization:** INBISCO India Pvt Ltd, March-2014 to September-2016 as an Area Sales Executive

**Professional Profile:** looked after North, West Delhi and Gurgaon.

- Develops Sales plans and budgets to achieve or exceed the annual sales objectives for the company. Monitor and control the sales budget to ensure optimum utilization of resources in the region
- Generate sales of company products in the region through a team in order to achieve or exceed the annual sales targets
- Conduct regular market visits to check route coverage, competitor activity and continuously search for new opportunities in order to increase sales in the region
- Provide distributors and customers in the region with information about new or improved products and services in order to improve sales in the region
- Develop and maintain an efficient distribution network to ensure the comprehensive availability of company's products and services across the region to achieve or exceed the sales targets
- Establish and ensure that all sales administration procedures relating to the region are properly implemented to support the sales teams in their efforts to accomplish the sales targets

**4. Previous Organization:** Hindustan Unilever Limited, Dec-2012 to Feb-2014 as an Territory Sales Officer

**Professional Profile:** looked after North Delhi. Where my key role and responsibility are

1. To manage the selling in process and deliver business results through distributor and his team
2. Develop short term and long term sales objective through effective use of sales data.
3. Identify growth opportunities in territory
4. Coaching & handling Distributor team
5. Manage stock levels at Distributor point
6. Monitor systematically the performance of distributor for his existing customer, assets and take corrective action.
7. Handling Distributor issue with regard to claims & ROI
8. Building team for achieving sales and marketing objectives
9. Launching new products and brands as per company guideline
10. Analyze how to improve the competitive position in the market through improved customer service for his customers.
11. Ensure closure to grievances immediately.

**5. Previous Organization:** PepsiCo India Holdings Pvt Ltd, May 2010 to Dec2012 as an Customer Executive

**Professional Profile:** looked after North Delhi and earlier looked after entire Himachal Pradesh, HQ- Panchkula and Patiala. Where I am accountable for.....

1. Successfully implementation of MIS System
2. Distributor handling
3. Coaching & handling Distributor team
4. Manage stock levels at Distributor point
5. Taking care of Primary as well as secondary sales
6. Handling Distributor issue with regard to claims & ROI
7. Effectively managing Budget utilization.
8. Handling the front-end personnel.
9. Building team for achieving sales and marketing objectives
10. Responsible for Coverage and Visualization of products
11. Launching new products and brands as per company guideline
12. To break the strong monopolies of competition to promote company sale

**6. Previous Organization:** Wrigley India Pvt. Ltd., May 2006 to May 2010, Worked in different roles- Sales and Merchandising Officer, Merchandising Officer and Distributor Merchandiser

**Sales and Merchandising officer**

**Professional Profile:** looked after **Gurgaon & Kanpur** territory. Where I was accountable for.....

1. Given growth of 70% YTD 2009-10 in Gurgaon and 23% YTD in Kanpur 2008-09
2. I have given **3 Area Coverage Plan** and executed properly.
3. Appoint 3 distributor.
4. Distributor handled- Seven
5. Coaching & handling Distributor team
6. Management of outstanding and inventory stock levels at Distributor point
7. Taking care of Primary as well as secondary sales

8. Handling Distributor issue with regard to claims & ROI
9. Effectively Scheme management.
10. Handling the 7 front-end personnel and 5 Merchandisers.
11. **Setup of various systems at Distributor point like sale and stock register, Outlet list, Modern trade account register, Communication file, Scheme register, Ready stock unit tracker, Claim and Credit note file.**
12. Management of Wholesale and Retail outlets.
13. Responsible for Coverage and Visualization of products
14. Building team for achieving sales and marketing objectives.
15. Launching new products and brands as per company guideline.

**Merchandising Officer:** looked after Kanpur city only. I was accountable for.....

1. Dealing with 4 distributors, 4 DM and 12 salesmen for achieving sales and merchandising objectives of organization
2. Sales and Merchandising in Modern, Institutional and traditional trade.
3. Inventory and outstanding management for premium products at Distributor Point.
4. Responsible for Coverage and Visualization of products.
5. Building team for merchandising objectives.
6. Introduction of premium products trade.

**Distributor Merchandiser:** I was taking care of one distributor and 4 sales man as well as I was doing merchandising in their market as a DM. I was responsible for their target achievement, Distributor outstanding and recovery, visibility and placements of products in the market.

#### **Key Achievement\Challenges:**

- Activated 8K Population Town, filled vacant distributor and manpower gap in Parle Products in South Gujarat.
- Complete infra and sustained UB India business in ROM & GOA.
- Relaunched Inbisco India in my area, filled all distribution and manpower gap, grew by 292% in 2014.
- Sustained retail business in North Delhi in Hindustan lever limited by increasing distribution width.
- Handled North Delhi Hq in Pepsi and given 50+% growth by taking corrective action and filling distribution and manpower gaps.
- Had one level promotion in PepsiCo and got challenging town Patiala to Handle PepsiCo beverage business.
- Turnaround in HP that HP came to second position in Value business after Chandigarh in PHHP Unit in PepsiCo, earlier it was at 7<sup>th</sup> position.
- Got challenging Hq Gurgaon from Kanpur city and establish business here by doing distribution correction in Wrigley.
- Developed orbit sale in Kanpur city. It was at 2<sup>nd</sup> position after lucknow in Wrigley in central UP.
- Promoted from off role employee to on role employee in Wrigley

#### **Reward\ Recognition:**

- Successfully achieved contest of **Operation Leadership (Americana Cookies July-17), Rusk Ka Heavy Weight & Namkeen Ka Bahubali (Sep-17) and Bake smith Marie (Aug-17)** in Parle Products.
- **Chalo Bazaar Day winner**, January-2011, **PepsiCo**
- One of the best performer – North Region, during launch of Double mint 2s, December-09, **Wrigley's**
- Have launched "DOUBLE MINT CARD-X" at 92% of covering outlets in **Wrigley's**.
- Successfully launched of "AQUA SPLASH" at 97% of covering outlets. It was team work. My team handled it independently and got adulatory remarks from ASM in **Wrigley's**.

#### **Skills**

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|--|--------------------------------|
| • Sales & Business Development           | Customer Relations             |
| • Product & Brand Strategy               | Effective Negotiation          |
| • Program Management                     | Oral & Written Communication   |
| • Product Promotion                      | Developing Strategic Alliances |
| • Trade Shows                            | Performance Management         |
| • Marketing & Promotions                 | Target Achievement             |
| • Problem-Solving & Complaint Resolution | Willing to Travel              |

**EDUCATIONAL QUALIFICATIONS**

Year	Course	Institutes
2011	MBA	Symbiosis, pune
2006	BSc	Kanpur university

**COMPUTER PROFICIENCY:** O.S Windows 98, XP, Vista, Internet, MS Excel/Office

**PERSONAL DETAILS**

Date of Birth	18 July, 1988
Father Name	Shri. Ravindra Nath Singh
Language Known	English & Hindi
Marital Status	Married
Permanent Address	Kanpur

Date:

(RAHUL SINGH)

Place: