Amar Kumar Amit

**Contact No.:**8392944448

**E-Mail:** amarkumaramit@yahoo.com

Targeting assignments in Sales / Marketing / Business Development with an organisation of repute

**Industry Preference:** Consumer Durables / FMCG / Foods / Beverage

**PROFILE BRIEF**



* A result oriented professional with 8 years of rich experience in Sales and Marketing
* Currently working with Wipro Enterprises ltd. AsAsst Manager Sales.
* Comprehensive experience in Product positioning, promotion, sales as well as establishing strong primary and secondary network for various products.
* Resourceful in interfacing with clients for suggesting the most viable services & product range and cultivating relations with them for securing repeat business.
* Skilled in managing business development operations with the objective of generating revenues through sales and marketing of products and services.
* An effective communicator with excellent analytical / logical skills and an ability to relate to people at any level of the business and management.

**SKIL SET**



* **Business Development**
* Designing, rolling out and implementing key marketing programs for ramping up sales & revenues with track, monitor & review mechanisms.
* Managing operational business aspects like inventories, support, and product, sales & marketing.
* Handling relationships with Dealers, Builders, Contractors, Architects & business partners.
* **Sales & Marketing**
* Managing the sales and marketing of key products.
* Organising promotional campaigns / technical presentations for new product development; focussing on brand establishment & market penetration.
* Handling distribution management to increase sales activities.
* Reviewing and interpreting the competition and market information to fine-tune the marketing strategies.
* **Channel Management**
* Developing new business partners to expand product reach in the market and working in interaction with the dealers, indirect channel partners and distributors to assist them to promote the product.
* Periodic monitoring of sales and collections.

**CRM**

* Conducting dynamic and enjoyable training in relationship building and product knowledge for both clients and internal staff.
* Identifying and networking with prospective clients, generating business from the existing accounts and achieving profitability and increased sales growth.
* Following -up with clients with activities like complaint resolution, query / instruction pre-processing; suggesting opportunities for improving work-flow.

**Team Management**

* Providing direction, motivation and training to the Distributor sales team for ensuring optimum performance.

**EMPLOYMENT SCAN**



**July 2018Wipro Enterprises ltd. Delhi.**



Company Profile:- **Wipro Enterprises is leading brand in FMCG, Lighting and Switch industry.**

**Key Responsibilities**

* Handling channel sales of Switch Business in North Delhi .
* Leading and motivating a team of Distributor’s sales officer
* Maintaining relationship with dealers and Architect & builders, electrician and contractor and coordinating with them on regular basis.
* Responsible for achieving Product wise sales Target.
* Managing Key Accounts and strengthening relationship with them.
* Aligning Dealers with Retail Sales and routing sales through them.
* Planning and coordinating various initiatives/ events at influencer level.
* Handling Distributor Sales team – 3 Distributor salesofficers.
* Organising Electrician meets to build relationship, understanding the improvement areas and identifying training needs.
* Managing and updating company database for generating referral business..
* Consistently achieving sales targets.

**Significant Highlights:**

* Managed 110% growth rate in 2018.

**Since June 2017 to June 2018 Roca Bathroom Products Pvt Ltd**



Company Profile:- **Roca is largest Bathroom Solution company across the world. It is dealing in Sunware, Taps, Wellness, Vanity, Accessories, for bathroom.**

**Key Responsibilities**

* This is channel sales of Bathroom Products.
* Responsible for achieving Product wise sales Target.
* Managing Key Accounts and strengthening relationship with them.
* Aligning Dealers with Retail Sales and routing sales through them.
* Planning and coordinating various initiatives/ events at influencer level.
* Maintaining relationship with dealers and Architect & builders and contractor and coordinating with them on regular basis.
* Leading and motivating a team of Distributor’s sales officer
* Handling Distributor Sales team – 5 Distributor sales officer.
* Organising contractor meets to build relationship, understanding the improvement areas and identifying training needs.

**Significant Highlights:**

* Started Business with 3 new Distributor
* Handled 74 Retailers and 7 Distributors
* Opened 23 Retailer in last six month
* Consistently achieving sales targets.

**Oct. 2010 to May 2017 Akzonobel India ltd. Haldwani.**



Company Profile:- **Akzonobel is largest paint company across the world. It is dealing in decorative, automotive, and industrial paint.**

**Key Responsibilities**

* This is channel sales of decorative paint.
* Leading and motivating a team of Distributor’s sales officer
* Responsible for achieving Product wise sales Target.
* Managing Key Accounts and strengthening relationship with them.
* Aligning Dealers with Retail Sales and routing sales through them.
* Planning and coordinating various initiatives/ events at influencer level.
* Maintaining relationship with dealers and Architect & builders and contractor and coordinating with them on regular basis.
* Handling Distributor Sales team –3 Distributor sales officer.
* Organising contractor meets to build relationship, understanding the improvement areas and identifying training needs.
* Managing and updating company database for generating referral business.
* No-1 Position in PAN India in 2012 and No-1 in north in 2015. Company felicitated me twice with “Best Sales officer” award in 2012 & 15 in annual sales Conference.
* Consistently achieving sales targets.

**Significant Highlights:**

* Worked in Ghaziabad and Haldwani Territory.
* Handled 37 Dealers in Ghaziabad territory and 2 Distributor and 65 Retailers in Haldwani territory.
* No-1 Position in PAN India in 2012 and No-1 in north in 2015. Company felicitated me twice with “Best Sales officer” award in 2012 & 15 in annual sales Conference.
* Consistently achieving sales targets.
* Managed 120% growth rate in 2015.
* Achieved 98% collection rate with no bad Debt.
* Handled

**Since APRIL09 to sep 2010*Indian Aerosols Pvt Ltd.* as Sales Executive, in assigned area of Faridabad**

Company Profile:-

**It’s an automotive paint manufacturing company. Indian Aerosols Pvt Ltd operates with JCB India Ltd, India Yamaha Motors Pvt Ltd, Havells India Ltd, Hero Honda, Pvt Ltd, other automobile companies.**

**Key Responsibilities:**

* Approaching Automobile Industries and discussing about the company and product line.
* Demonstrating presentations about the relative things & converting the leads in sales.
* Managing Key Accounts and strengthening relationship with them.
* Managing and updating company database for generating referral business.
* Demand Planning/Stock Planning.
* Ensuring that Projects get a good finish by ensuring site supervision and correct material application Processes.

**Significant Highlights:**

* Managed 100% growth rate in H1 2014.
* Achieved 100% collection rate with no bad Debt.
* Consistently achieving Sales Targets.
* Top Achievements.(Hero Honda, JCB, Maruti, Toyota, HondaEtc.

**Nov, 05 to June, 07 Haldiram Manufacturing Co.Pvt.Ltd, as Sales Executive, in assigned area of Patna.**



Company profile

**Haldiram Manufacturing Co Pvt Ltd, involve in manufacturing sweets, snacks chips.**

**Key Responsibilities**

* To Provoking business through various Channel, so visit the mall like Vishal Mega Mart, Sabka Bazar,
* Solving distributor’s problems and satisfying them.
* Maintaining the MIS, and giving feedback to the Seniors.
* Interacting with the team of the sales and make proper plan for increase sales.
* Mobilizing business through various Channel partners.
* Managing Promotional activities.

**SCHLASTICS**



* Post Graduate Diploma in Management, specializing in Marketing & Finance from IIMT, Meerut, 2007-09
* B.A. ( History ) from IGNOU). 2005

**PERSONAL DOSSIER**



Correspondence Address 132 First floor Pocket-7 Sec-24 Rohini, New Delhi-85

Date of Birth 15, Nov, 1984.

Date