PRATEEK **NAILWAL**

**9718-348-954**

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**Professional Summary**

Successful Sales & Marketing professional with 8+ years of experience in large scale of B2B , B2C (Inside & offline)and Channel Development industry. Launching product in premium segment, implementing all the planned schemes, Maximize bottom line performance through P&L, Staff Management, Team Handling 50+ Training, Management.

**Core Experience**

* **Team Handling Management**
* **Client Acquisition & Retention**
* **Business Development & Sales Management**
* **Inside Sales & Field Sales Management**
* **Market Survey and Analysis**
* **Client/ Vendor Management**
* **Customer Relationship**
* **P & L**
* **Dealer/ Distribution & SMEs Development**

**Professional Experience**

**Oct 2018 to Sep 2019 Sales Manager (Reporting to Founder) Online & Inside Sales Company-Layuva E commerce (Startup).Gurgaon**

* Sales and Marketing of company’s product through online & offline model.
* Developing and Nurturing Channel partners (Distributors, Dealers, Retailers) Clients, Vendors etc.
* Assisting Marketing team for effective implementation of Promotional Events, Schemes and Strategies.
* Planning policies and Promotional schemes and implementing them effectively in market.
* Controlling and Monitoring of Fields Sales executives and Tele Sales executives (25+)
* Ensure to achieve individual targets of executives and channel partners.
* Brand awareness and Surveying the market.
* Responsible for client Acquisition, Retention, Relationship Management, Marketing Management.
* Inside sales, Venue sales, and Field sales and other marketing activity.
* Planning Monthly, Quarterly and Annually figures and tracking performance of Executives and Channel partners.
* Handling budgets for (Catering, Meetings, Marketing Activities)
* To introduce & create awareness of product with new parties and procurement of orders.

**July 2017 to Sept 2018 Assistant Sales Manager (Reporting to VP-Co founder)**

**Company - Fast Fox Rental Real Estate - (Startup) Gurgaon. Inside sales**

* + - * Inside Sales Management
      * Leading a team of 50+ Tally Callers and Team Leaders.
      * Daily analysis of Sales & Operation reports.
      * Monitoring and controlling of in house Sales Activities.
      * Ensuring each team member performs his best with maximum efficiency.

**Sep 2013 to May 2017 Area Manager (Reporting to GM) Online & Offline Sales**

**Company- Reliance Cement**

**(Shri Anil Ambani Group)**

**July 2010 to Aug 2013 Sales Officer (Reporting to Area Manager) Offline Sales**

**Company- Jai Prakash Associates Ltd. (Jaypee Cement)**

**Responsibilities and Duties in Reliance & Jai Prakash.**

* Responsible for client Acquisition, Retention, Relationship Management, Marketng Management.
* Generating Sales through Sales executives (40+), Training Monitoring the Team mates.
* Inside sales, Venue sales, and Field sales and other marketing activity.
* Brand strategy, brand guidelines, Brand vision and value proposition for short and long term run.
* Managing and leading sales team to generate and enhance organizational business.
* Developing and Nurturing Channel partners (Distributors, Dealers, Retailers) Clients, Vendors etc.
* Competitors and customer insight analysis.
* Coordinating with VP and MD on daily basis to give regular feedback of market.
* Planning Monthly, Quarterly and Annually figures and tracking performance of Executives and Channel partners.
* Handling budgets for (Catering, Meetings, Marketing Activities)
* To introduce & create awareness of product with new parties and procurement of orders.

**Academic Portfolio**

**2016-2018 Masters in Travel & Tourism Management (65%)**

**Uttrakhand Open University**

**2008-2010** PGDM (Marketing) 65%

Suryadatta Group of Institute (Pune) Maharastra

**2003-2007** Bachelor of Engineering (B.E) Civil 75%

Agra University Agra

**2002-2003** 12th Science (P C M) 59%

CBSE Board Haldwani (Uttrakhand)

**2000-2001** 10th Science 79%

CBSE Board Haldwani (Uttrakhand)

**Management Training**

* Sixty days Summer training in The Splendor country club (A Picnic Resort),Pune.
* Sixty days promotional activity training in Adzee Advertising with Wonder Funky (A Picnic sport), Pune.
* Sixty days training in Reliance Big Flix Entertainment, Pune.

**Personal Details**

* Date of Birth : 02 January 1986
* Father’s Name: Shri G.D Nailwal
* Marital status : Single
* Nationality : Indian
* Language: English , Hindi
* Date: Sign: