

**VIJAY PRAKASH MISHRA**

Sec.-16A/213Vrindavan yojana Raibareli Road, Lucknow

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SALES PROFESSIONAL

*Seeking a challenging position in Sales or Business Development with a reputed organization which provides opportunities for professional growth and where I can utilize my experience and skills toward becoming a valuable team member*



**PROFILE & SKILLS**

Competent & Deligent Professional with **21 years** of experience **currently with Ran Multy Services . pvt. Ltd.**

On the job knowledge of **Market Research, Retail Marketing, Consumer Behavior, Sales & Manufacturing, Channel management and Operational Management.**

A **systematic**, organized and dedicated team player with an analytical bent of mind determined to be a part of a growth-oriented organization.

**Quick learner**, extremely goal-oriented, innovative and adapts easily to new situations

**Exce FESSIONAL EXPERIENCE & DEVELOPMEN**



**PROFESSIONAL EXPERIENCE & DEVELOPMEN**

**RAN MULTY SERVICES PVT. LTD. March. 2020 to Till date**

**National Sales Manager**

* Building and motivating sales team in conjunction with operational requirements ensuring an optimum market share and achievement of business targets.
* Efficiently implement and supervise below the line promotional activities in order to capture demand.
* Monitoring and compiling information on market trends/ competitors’ activities via effective market research/ surveys & devising strategies to counter competition and escalate business
* Take feedback on the product and sales from vendors and building a stronger vendor base.
* Proactively working on increasing the dealer network towards achieving area sales targets.



**PROFESSIONAL EXPERIENCE & DEVELOPMEN**

**RICHFAITH PHARMACEUTICAL CO. PVT. LTD. March. 2019 to Feb 2020**

**Zonal Sales Manager ( north & east)**

* Building and motivating sales team in conjunction with operational requirements ensuring an optimum market share and achievement of business targets.
* Efficiently implement and supervise below the line promotional activities in order to capture demand.
* Monitoring and compiling information on market trends/ competitors’ activities via effective market research/ surveys & devising strategies to counter competition and escalate business
* Take feedback on the product and sales from vendors and building a stronger vendor base.
* Proactively working on increasing the dealer network towards achieving area sales targets.

**llent communication** skills with the ability to accomplish any given task within stringent timelines.



**PRO**

**GLAMOUR WORLD AYURVEDIC CO. PVT. LTD. Feb. 2017 to Feb. 2019**



**Regional Sales Manager**

* Building and motivating sales team in conjunction with operational requirements ensuring an optimum market share and achievement of business targets.
* Efficiently implement and supervise below the line promotional activities in order to capture demand.
* Monitoring and compiling information on market trends/ competitors’ activities via effective market research/ surveys & devising strategies to counter competition and escalate business
* Take feedback on the product and sales from vendors and building a stronger vendor base.
* Proactively working on increasing the dealer network towards achieving area sales targets.



**PROFESSIONAL EXPERIENCE & DEVELOPMEN**

**SHRUTI SNACKS Pvt. Ltd. Nov. 2013 to Jan. 2017**

**Business Manager**

* Building and motivating sales team in conjunction with operational requirements ensuring an optimum market share and achievement of business targets.
* Efficiently implement and supervise below the line promotional activities in order to capture demand.
* Monitoring and compiling information on market trends/ competitors’ activities via effective market research/ surveys & devising strategies to counter competition and escalate business
* Take feedback on the product and sales from vendors and building a stronger vendor base.
* Proactively working on increasing the dealer network towards achieving area sales targets.



**SUJATHA BIOTECH LTD. Dec. 2008 to Oct 2013**

**Regional Sales Manager**

* Building and motivating sales team in conjunction with operational requirements ensuring an optimum market share and achievement of business targets.
* Efficiently implement and supervise below the line promotional activities in order to capture demand.
* Monitoring and compiling information on market trends/ competitors’ activities via effective market research/ surveys & devising strategies to counter competition and escalate business
* Take feedback on the product and sales from vendors and building a stronger vendor base.
* Proactively working on increasing the dealer network towards achieving area sales targets.



**SURYA FOODS & AGRO LTD. - PRIYA GOLD February 2005 to November 2008**

**Area Sales ManagerS**

* Building and motivating sales team in conjunction with operational requirements ensuring an optimum market share and achievement of business targets.
* Efficiently implement and supervise below the line promotional activities in order to capture demand.
* Monitoring and compiling information on market trends/ competitors’ activities via effective market research/ surveys & devising strategies to counter competition and escalate business
* Take feedback on the product and sales from the vendors towards improving MIS and building a stronger vendor base.

**SWASTIK BISCUITS PVT. LTD. December 1998 to January 2005**

**Sales Officer**

* Managed and motivated the retailers to build sales.
* Serviced the orders received from Retailers to meet demand.
* Undertook channel development - made new dealers pushed sales.
* Undertook relevant promotions to capture the demand



**EDUCATIONAL & PROFESSIONAL DEVELOPMENT**

**Bachelor of Arts;** Awadh University, Faizabad **1996**

**Higher Secondary,** UP Board, Allahabad **1992**

Course of **Information Technology** from Udyamita Vikash Sansthan, Lucknow

**Computer Proficiency:** Course in Information Technology Udyamita Vikash Sansthan, Lucknow.



**Date of Birth:** 25th October, 1972; **Languages Known:** English & Hindi; **Interests**: Reading, writing, traveling, making friends, interacting with different people; **References:** Available on Request.



Date-

Place **( VIJAY PRAKASH MISHRA)**