**Chandan Bohra**

Haldwani, Uttarakhand

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Email me on Indeed: [indeed.com/r/Chandan-Bohra/4bfc87f216de976c](https://www.indeed.com/r/Chandan-Bohra/4bfc87f216de976c)

**Work Experience**

**Cavin kare Pvt Ltd**

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Amritsar, Punjab

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September 2012 to Present

BATALA, & KAPORTHALA) PUNJAB  
  
• Responsible for Pimary Secondary Sales  
• To hire, coach and keep the top talent in the sales team and motivate the channel and sales team for maximizing productivity.  
• To monitor sales activity related to existing customers, distribution channel, pipeline, and prospects; hold sales people accountable for meeting their numbers.  
• Leading, mentoring & monitoring the performance of the team to ensure efficiency in business operations, meeting of individual & group targets.  
• Creating an environment that sustains and encourages high performance; motivate teams in optimizing their contribution levels.  
• Handling the process of Retail Distribution through Distribution Management, Channel Management and Key Accounts Management.  
• Conceptualizing & implementing various strategies for the zone in view with the upcoming market trends and competitors activities.  
• Allocating the monthly sales target among the sales team & business partners.  
• To have a focused approach on enhancing the distribution capacity and the reach of the company product lines.  
• Expanding markets by identifying and developing untapped or loss making areas  
• To ensure that the business parameters like market penetration, are within the budgeted norms.  
  
Previous Employer

**Sales Officer**

**Titan Industries Ltd**

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New Delhi, Delhi

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March 2010 to August 2012

Area of Control  
Faridabad, Gurgaon, Hisar, Sirsa, Rohtak, Karnal, Kurushetra, Ambala&Sonipat  
  
• To hire, coach and keep the top talent in the sales team and motivate the channel and sales team for maximizing productivity.  
• To monitor sales activity related to existing customers, distribution channel, pipeline, and prospects; hold sales people accountable for meeting their numbers.  
• Leading, mentoring & monitoring the performance of the team to ensure efficiency in business operations, meeting of individual & group targets.  
• Creating an environment that sustains and encourages high performance; motivate teams in optimizing their contribution levels.  
• Coordinating for identification of training needs of employees for upgrading their technical skills.  
• Handling the process of Retail Distribution through Distribution Management, Channel Management and Key Accounts Management.  
• Conceptualizing & implementing various strategies for the zone in view with the upcoming market trends and competitors activities.  
• Allocating the monthly sales target among the sales team & business partners.  
• Carrying out target budgeting and planning sales promotional activities to enhance sales.  
• Strategise and coordinate business developmen measures for distributors.  
• Implement sales management tools to support the sales efforts.  
• To have a focused approach on enhancing the distribution capacity and the reach of the company product lines.  
• Expanding markets by identifying and developing untapped or loss making areas  
• To interact effectively with other parts of the company, including providing objective and product feedback.  
• To articulate customer requirements to the marketing team on product launches and marketing programs and give feedback  
• To ensure that the business parameters like market penetration, debt and inventories are within the budgeted norms.  
  
Previous Employer

**Sales Officer**

**Nestle India Ltd**

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New Delhi, Delhi

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June 2005 to February 2010

TERRITORY -3 Distributors; Allahabad and 42 Redistributors.  
  
• Managing the distribution Network for above mentioned towns.  
• Handling team of Secondary Sales force ( Sales Rep, salesmen, merchandiser, & cycle boys)  
• Responsible for recruiting, training, motivating & retaining secondary sales force  
• Responsible for new product launches and trade promotion activities.  
• Responsible for market hygiene and proper visibility of Nestle products.

**Education**

**Master's in Business Administration**

**Kumaun University Haldwani Uttranchal**

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Haldwani, Uttarakhand