

Mr. GANESH SHIVAJI SHINDE

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EXPERIENCE (11 years+)

Career Objective:

To work in an intellectually challenging environment by taking initiation and responsibility in tasks given and applying my conceptual and working knowledge in the same to enhance my skills for mutual interests.

1) Work Experience:

Name of Company : Thyrocare Technologies Ltd.

june-24. To till date

Role:- Regional Sales Manager (Franchisee Business Development)

Key Responsibilities:

- Sales Revenue Growth: Achieve sales targets and drive growth in franchisee-owned businesses.
- Relationship Management: Build and maintain strong relationships with franchisees, understanding their needs and providing support.
- Business Development: Identify new business opportunities and collaborate with franchisees to develop and implement sales strategies.
- Performance Monitoring: Analyze sales data and performance metrics to identify areas for improvement.
- Training and Support: Provide training, guidance, and support to franchisees to enhance their sales skills and knowledge.
- Compliance: Ensure franchisees adhere to company policies, procedures, and brand standards.
- Increase franchisee satisfaction and retention rates.
- Improve sales processes and implement best practices.
- Expand the franchisee network through new business development.
- Enhance the overall performance and profitability of franchisee-owned businesses.
- 1. Market Research:
 - Analyze demographics, consumer behavior, and market trends.
 - Identify gaps in the market and opportunities for growth.
- 2. Target Market Selection:
 - Choose a specific geographic location or customer segment.
 - Ensure it aligns with your business goals and resources.
- 3. Market Analysis:
 - Assess the competition, market size, and growth potential.
 - Evaluate the feasibility of entering the new market.
- 4. Store Location:
 - Find a suitable location that meets your business needs.
 - Consider factors like foot traffic, accessibility, and visibility.
- 5. Business Planning:
 - Develop a business plan tailored to the new market.

- Outline marketing strategies, sales projections, and operational logistics.
- 6. Store Design and Setup:
 - Create an engaging store layout and design.
 - Ensure it reflects your brand identity and appeals to the local market.
- 7. Staffing and Training:
 - Hire and train staff familiar with the local market and customer needs.
 - Ensure they can provide excellent customer service and promote your brand effectively.
- 8. Marketing and Promotion:
 - Launch targeted marketing campaigns to raise awareness and drive sales.
 - Utilize local media, social media, and influencer partnerships.
- 9. Grand Opening:
 - Host a grand opening event to attract customers and generate buzz.
 - Offer promotions, discounts, or limited-time offers to encourage initial sales

2) Work Experience:

Name of Company : TATA Play LTD

TATA Play LTD DTH

Sep-22. To May-24

Role:- Area Sales Manager TATA Play LTD DTH (Consumer Durables)

1. Responsible for execution of Key Major Initiatives in the areas of -
2. Drive distribution targets for DHT as per guidelines
3. Monitor quality of acquisition through the **distribution channel**
4. Execution of channel management by covering gaps in market servicing, outlet coverage gaps
5. Handle All Responsibility For DTH Product And Distribution
6. Handling Distributors, Retailers, Channel Partners, Dealers, etc.
7. Must knowledge of **ROI Calculation** Responsible for ROI of channel to keep channel interest in business
8. Handle Manpower Total 2 Team Leader & 20 Promoters
9. Business Increase In Month ON Month
10. Team Handling 6 Distributer And 40 DSE
11. Responsibility Growth Month ON Month KPI business Management
12. Team Bonding Is very High Method
13. Responsible for New Order Booking Installation of Customers in MDU Connected Buildings.
14. Managing business through multiple Area Sales Incharge Business Team members
15. Working B2B visit and funnel Hotels and Hospital bulk connection
16. Focus IN all KPI Daily To Daily
17. Manage All Dealers PUNE PCMC CITY market
18. Total Electrical And Electrics Consumer durables Store
19. Handling company Store JINAGALALA Store over the 6 location in pune

2) Work Experience:

Name of Company : BHARTI AIRTEL LTD

BHARTI AIRTEL LTD.

Aug-20. To 16 Sep22

Role:- Assistant Manager (Broadband FTTH Pune)

- Handling team of 30 XFE for driving the wired line FTTH business
- Achieve defined acquisition targets
- Interact with customers & network installation team for timely delivery

- Ensure rollout of FTTH and sales and gross additions in the designated territory.
- Managing FTTH Business through multiple business Team members.
- Appointment of Distributors as channel partners for distribution
- Planning and Monitoring the Survey team for Mapping of Cities.
- To Identify and finalize the areas in city for deployment of Network priority wise.
- Responsible for New DSA/Distributor Agreement Sign up.
- .Responsible for Building Permission/ Acquisition
- Schedule sales meetings to society discuss about issues and updates
- Build positive and productive relationships with customers
- New area Roll out Planning of Material and Manpower Deployment.
- Directing the acquisition team for permission related issues.
- Coordinating with the internal departments for successful roll out of FTTH Connectivity.
- Responsible for New Order Booking & Installation of Customers in Connected Buildings.
- Create sales funnel & ensure account penetration
- Manage customers relationship and escalations

Job Achievements:

- Best CSM for FTTH building extraction
- Highest selling cross functional product like postpaid and DTH
- Award winning best champion in black Airtel product

2) Work Experience:

Name of Company : BHARTI AIRTEL LTD

BHARTI AIRTEL LTD.

January -2019 to Aug-20.

Role:- ILMs lead M&G (integrated lead management system) All Maharashtra

- Postpaid Home Delivery Strengthening
- Handing **integrated lead management system** konnect/Work app
- Flashing lead vs pickup report store & partner wise four times in a day
- FSE wise performance tracking.
- Doing on field training how to fulfillment ILMs konnect update lead task,
- Handholding the low performing FSE (Outlier Management) in the field.
- Tracking cancel lead and verify with customer end sharing feedback respective SM/CRO
- Downloading the konnect report in every 30 mins & inform the respective cro & fse about nos of leads allocated to them & sensitize them for closure
- Every alternate day visit to the low performing stores & work with the Cro & Fse's for better closure
- Pin code wise performance tracking. Low conversion pin code should looked into.
- Try to visit customer home to easy convert lead family plan and Focus on 999 plan which help us to provide 3-4 connections from one customer/lead.
- Sharing weekly ILMs performance dashboard ZSM/SM/Cro Wise on mail
- Month R&R is done best Cro, Fse & Store Is recognized

Job Achievements:

- National award winning ILMs lead Postpaid Home Delivery
- continue national No:-1 ILMs lead last 1 year
- quarter winners highest postpaid growth Best FRM

3) Work Experience:

Name of Company : BHARTI AIRTEL LTD

BHARTI AIRTEL LTD. (4G LTE)

May -2015 to Dec -2018.

Role:- TSM .(Channel Sales)

- Deliver sales target for all products (voice/post-paid, data, VAS by executing the distribution strategy at the channel-partner level
- Monitor quality of acquisition through the **distribution channel**
- Competition Tracking & reporting schemes & programs
- Execute promotional activities for channel partners to drive sales and build market credibility.
- Handling Distributors , Retailers , Channel Partners , Dealers , etc.
- Must knowledge of **ROI Calculation** Responsible for ROI of channel to keep channel interest in business
- Overall channel development
- Manage exhibitions, events and demonstrations.
- Manage retail and **DSA** through the generate maximum output for business.
- Managing the Postpaid business with DSA .
- Responsible for driving healthy channel business.
- Ensuring achievements month on month for postpaid sales.
- Leading, mentoring & monitoring the performance of team members in terms of productivity to ensure efficiency in process operations and meeting of individual & team targets.
- Planning and monitoring of targets and numbers on a daily, weekly and monthly basis to achieve the annual operating plan
- Monthly review to top management on progress in terms of Targets Vs Achievement

4) Work Experience:

Name of Company : BHARTI AIRTEL LTD

BHARTI AIRTEL LTD. (4G LTE)

DST

04 March -2013 to march 2015.

Role:- Team leader.

Job Profile:

- Ensuring the desired product availability in the market and maintain stocks of company product.
- Handling corporate and Institutional business within the area.
- Looking entire Marketing activities, mainly in BTL activity.
- Manage retail and DSA through the retailers, generate maximum output for business.
- Manage retail management as well as distributor's management in within area.
- Overall channel development
- Handling Sales Executives Team, define areas and Role for them.
- Training of entire sales team
- Ensuring the implementation of sales management of daily reporting and MIS
- Responsible for all documentation and complains process in the area.
- Handling road show and exhibition /events activities.
- On job training for executive

- Direct Reporting to Channel Sales Manager.

Job Achievements:

- Twice received Top 5 FSE award from Circle Office.
- Top Star award winner.
- Lead teams as Maximum business generate, and get awarded from ZBM.

Personal Details:

Gender: Male

Marital Status: Married

Date Of Birth: 12/05/1990

Language Proficiency: Marathi, Hindi, English.

Current Address: - B 808 Dhanashree Ashiyana Near Hande lawns Handewadi Pune 411028

Permanent Address:- A/P:-Nimgoan (te) Tal:-Madha ,Dist:- Solapur. 413210

Specialization :

Marketing & System Managament.

Education Qualification:

Course	Institute/College/School, Location	University/Board	Grade	Year of Passing
Post Graduation (MBA)	SKN Sinhgad Business School,Korti,Pandharpur	Solapur	A	2011-13
Graduation (BCA)	New Satara College Of Engg&Bca Korti,Pandharpur	TMV(pune)	A	2009-11
HSC	Vitthalrov Shinde College Art,Nimgoan (Te) .	Pune	A	Feb 2008
SSC	Vitthalrov Shinde School Nimgoan (Te)	Pune	B	March 2006

Technical Skills:

- MS-CIT
- English typewriting 30 speed
- Computer Languages:- C, C++, VB.NET,
- Photoshop, DTP.
- Hardware networking

Summer Internship (2 Months):

Name of Company : Mahindra & Mahindra Ltd

Project Title : A Study of Market Penetration for Mahindra Tractors.

Scope of the Project : Study Has Been Made To Find the Level of Satisfaction the Customer Has Regarding the Service Provider By Company & Showroom

Extra-Curricular Activities: (Hobbies)

Actively Participation in college Competitions & Intercollegiate Competition as follows:

1. C programming has actively participation in **state level competition.**
2. **Biz-quiz** Actively participation S.I.B.M. kamalapur.
3. Winner of **Udhan -2012** in college competition of **poster printing competition.**
4. Active participation in **SINHGAD CONSUMER FARE & Awartan-2012.**
5. Participated in **ICON-2012** National Conference on Contemporary Issues in Management.
6. **Research paper** presented in conferences. Research Paper selected as **excellent paper in Conference.**
7. **Taekwondo** Karate Marshal Art.
8. NSS camp2012

(Ganesh.S.Shinde)