

An energy-driven professional; targeting opportunities in Channel Sales with an organization of repute to make best use of skills and knowledge and to keep growing mutually with the organization.

PROFILE SUMMARY

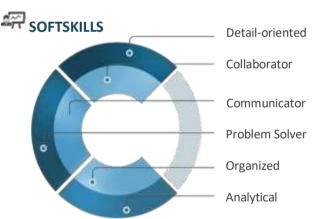
- A versatile & result oriented professional with nearly 15 years of extensive experience in the field of Automobile Sales across various locations including Bihar, Jharkhand, Odisha & West Bengal
- Ramped –up business by identifying the strength of each partner, planning monthly primary & secondary numbers and coordinating with them for effective business profitability.
- Excels in devising and implementing strategies to ensure smooth marketing activities attainment of profit targets, promotion of products and achievement of business goals
- Overcoming various business challenges in a fast changing business environment and making decisions using experience-backed judgment, strong work ethic and irreproachable integrity
- Ensured primary and secondary distribution for smooth functioning of the supply chain.
- Re-engineering the business process of channel partners so as to ensure they are in line with the changing trends and updated to meet the future challenges
- Rich experience in mapping business requirements and providing the best solutions involving evaluation and definition of the scope of the process and finalization of the process requirements
- An effective communicator with strong relationship management skills with the capability to relate with customer & finance partners at dealership for high sales conversion.

CORE COMPETENCIES

- Sales &Distribution Strategy
- Business Development
- Relationship Building

- Dealer Management
- Profit Centre Operations
- Finance Penetration

- Channel Partner Training
- Sales Target Achievement
- Profitability Management





- MBA (Sales & Mkt) from Xavier University, Bali, Goa
- BBA(Marketing)from Xavier University ,Bali, Goa

ACADEMIC PROJECTS

- Social Project in a Charity School in Village Torpa (Near Ranchi, Jharkahnd)
- Participated in A 10 Days' Project Programme on Self Employment with Support of Sahyog NGO (Jharkhand Centre of Entrepreneurship Development)
- Project on Business Ethics

WORK EXPERIENCE

Deputy Zonal Manager- Sales & Marketing: Wardwizard Innovation & Mobility Ltd- (Oct'23- Till Date): East Zone.

Key Result Areas:

- Leading zonal business operation with full ownership of 37 main dealer and 62 sub-dealer across East india.
- Directed recruitment ,onboarding and training of sales teams across new and existing dealership.
- Articulating current economic, business and industry trends that impacts the potential prospects at a market level.
- Directing sales activities involving designing and closing of complex solution with day to day operation monitoring.
- Spearhead market expansion and brand penetration across East Zone.
- Ensuring dealer profitability and overall area business operation in Sales & Customer Handling.

- Resulting in deeper market penetration and improved market share; planning and implementing at dealer to achieve the business targets.
- Devising & effectuating Zonal Level Business Plan for Channel Partners; monitoring the performance of Channel Partners including Dealers / Distributors & Retailers and plugging gaps for optimization of performance levels.
- © Customer Satisfaction with direct involvement with dealer customer complaints and resolution.
- Helping the distributor to view business strategically and make them adopt company's vision of brand building.
- Proactively leading a planning process that developed mutual performance objectives, financial targets, and critical milestones associated with a productive partner relationship
- Coordinating the involvement of company personnel including support, service, and management resources, in order to meet partner performance objectives and partner expectations
- Managing potential channel conflict with other sales channels by fostering excellent communication internally and externally, and through strict adherence to channel rules of engagement
- Facilitating and participating in weekly account planning/forecasting sessions and hosted training sessions to increase knowledge, motivate, and inspire team to achieve results.
- Strategically managing and growing distributor relationships, evaluating their performance region by region and identifying opportunities to seek deeper market penetration.

Area Manager- Sales , Sriram Automall India Ltd.-Ranchi- Feb, 2021 - Sep, 2023

Key Result Areas:

- Managed sales & Purchase of used Vehicle along with several activities like sales promotional, Dealer onboarding.
- Spear headed P&L activities of INR5Cr.while leading 05 Executive;impacted regional profitability through effective Tactical management decisions and new business development
- Analyze industry trends & prices on an ongoing basis, conceptualized and proposed interventions like promotional schemes targeted at specific segments / geographies
- Led business planning and performance management of channel partners, including development and execution of sales plans, local area marketing, staff coaching, recruitment and hosting constructive meetings & Auctions.
- Formulated and implemented a highly collaborative comprehensive strategy across regions and throughout the product lifecycle
- Providedconsistentpartner managementtoensurepartnersdevelopedtheir sales, pre-sales and delivery capabilities in-line with designed strategy
- Worked closely with channel partners to generate new businessin existing accounts and in new markets
- Performed monthly sales forecasting and competitive analysis to determine accurate performance levels and need for growth into current and additional vertical markets and product categories
- Assisted the team with opportunity identification and proposal development including development, education and nurturing of channel partners

Territory Manager- Sales , Mahindra First Choice Wheels Ltd.- Patna- Feb, 2016 - Aug, 2019

Key Result Areas:

- Formulated and implemented strategic sales plans to drive business growth in the Bihar region.
- Led market expansion strategies, achieving 20% increase in sales revenue.
- Conducted regular market research to identify growth opportunity, maintaining a competitive edge.

Sales Manager – Sudha Business Ent. Pvt Ltd- Ranchi: Jan, 2011 – Feb 2016:

- Oversaw retail operations across 6 outlets, ensuring inventory, customer satisfaction and finance penetration. .
- Consistently achied & exceeded target (110% achievement in 2015).
- Got appreciation certificate & foreign trip for retail achievement.
- Managed & Expanded the sales of 2/4 Wheeler through effective marketing & retail paln.



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Languages Known:English and Hindi