



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 | ▶ Dealer Management | ▶ Channel Partner Training |
| ▶ Business Development | ▶ Profit Centre Operations | ▶ Sales Target Achievement |
| ▶ Relationship Building | ▶ Finance Penetration | ▶ Profitability Management |



SOFTSKILLS



EDUCATION

- ▶ 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
- Provided consistent partner management to ensure partners developed their sales, pre-sales and delivery capabilities in-line with designed strategy
- Worked closely with channel partners to generate new business in 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 achieved & 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 pain.



PERSONAL DETAILS

Date of Birth: 08th Feb 1985

Address: LIG R-134, Harmu Housing Colony, Harmu, Ranchi, Jharkhand

Languages Known: English and Hindi

CURRENT CTC

18.00 Lac P.A.