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**Sudhaker**

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**Seeking assignment in Business Development with an organization of repute**

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| **SYNOPSIS** | | **A result oriented professional with around 08 years of qualitative experience in the areas of sales Experience in abiding effective market strategies for augmenting business, identifying & penetrating new market segments, promoting products for business excellence Potential in identifying & networking with prospective clients generate business from the existing major accounts & modern trade & achieve profitability & increased sales growth Excellent communication, presentation, analytical and leadership skills.**  **AREAS OF EXPERTISE**  **Marketing.**   * **Plan marketing activities to achieve volume estimations and review effectiveness** * **Analyse market trends, sales performance through channels, and other critical trends.**   **Business Development**   * **Identify and develop new streams for long term revenue growth and maintaining relationships with Channel partners to achieve repeat/ referral business**   **ACADEMIA**  **B.A (Psychology&Militery Sceince) from Dr.Ram Manohar Lohia Awadh University Faizabad in 1999**  **Computer Literacy – MS- Office, Internet**  **ORGANIZATIONAL DETAILS** |
|  |  | **NAGARJUNA FERTILIZER & CHEMICALS LTD** **Sales Officer** Aug2016- Present  Worked in FERTILIZER Company’s Marketing Department.  Responsibilities:   1. **Responsible for maintaining a high level of customer service and professionalism.** 2. **Develop and implement territory sales plan to achieve or surpass sales goals.** 3. **Recruit new Selling Dealers and Select Accounts.** 4. **Follow up with Select Accounts on product positioning, performance and other service issues.** 5. **Promote the brand image and marketing programs through the Dealer sales force.** 6. **Assist Dealers in account follow-up to verify that Dealer and company account balances agree.** 7. **Train, motivate and develop Dealers to sell on their own through training sessions and on-the-job training.** 8. **Assist Dealers in preparing and implementing their sales plans.** 9. **Support Dealer Supervisors and Area Sales Managers operating in the territory, if applicable.** 10. **Install signs at plots and fields to promote brand awareness.** 11. **Provide a communication link for the brand, between Selling Dealers, Select Accounts and the Regional Business Director.** 12. **Advise the Regional Business Director of all major market developments in the district that affect sales and/or personnel.** 13. **Implement brand policies regarding collections, delivery, inventory, returns and other necessary functions as directed by the Regional Business Director and/or Brand Sales Management.** 14. **Report product problems in the territory using a service call report and handle routine problems.** 15. **Annually, evaluate all Selling Dealers and Select Accounts with the Regional Business Director to assist in expanding and upgrading account base.** 16. **Collect accounts receivables and follow up on accounts that are slow in paying.** 17. **Attend and participate in Regional Sales Meetings and other Company functions.** 18. **Maintain appearance of Company vehicle and equipment.**   **COROMANDEL INTERNATIONAL LTD** Marketing Officer Sep2013-31 July2016  Worked in FERTILIZER Company’s Marketing Department.  Responsibilities:   * Maintain and develop good relationship with customers through personal contact or meetings or via telephone etc. * Must act as a bridge between the company and its current market and future markets, Display efficiency in gathering market and customer info to enable negotiations regarding variations in prices, delivery and customer specifications to their managers. * Help management in forthcoming products and discuss on special promotions, Review their own performance and aim at exceeding their targets. * Record sales and order information and report the same to the sales   department.  **INDIAN PHOSPHATE LTD** Marketing Officer **Feb2011-July2013**  Worked in FERTILIZER Company’s Marketing Department.  Responsibilities:   * Brand development, advertising revenue, Developed brand strategy and statistics systems. * Strategic Consulting, including business plan & sales strategy development. * Advising new businesses on formation of corporations and business structures, drafting privacy policies and structuring commercial transactions. * Generated new development deals |
| **ASHOKA SPICES PVT LTD SALES REPERESENTATIVE** **Apr2008-Jan2011**  Worked in FMCG Company’s Marketing Department  **Responsibilities:**  Liaising with suppliers to check the progress of existing orders; Checking quantities of goods on display and in stock; Recording sales and order information and sending copies to the Sr. sales officer  Reviewing our own sales performance, aiming to meet or exceed targets. Payment collection  Co-ordination with dealers and retailers |
| **STRENGTHS**   * Achievement oriented with excellent people management skills. * Strong communication, interpersonal, learning & organizing skills. * Positive attitudes, Honest and hard worker. * Responsible, energetic and self-motivated   **AUTHORIZATION**  I do here by declare that all the statements furnished above are true to the best of my knowledge and ascertain to work for the organization with my best ability and full dedication.  **PLACE:** |
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