# **Ajay C:\Users\b0019924\Desktop\Ajay PIC.jpg**

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# DOB – 24 April 1980

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# **Objective**

Seeking a sales job that offers a vibrant workplace where i can use my solid sales experience and proven customer-relationship strengths to achieve challenging sales goals, improve bottom line & add value to the organization.

# **Career Summary**

A result oriented sales professional with over 11 years of blended experience as a direct contributor & team leader. Exceptional interpersonal skills for team building & customer relationships. Worked in consumer durable &telecom industries where i got opportunity to manage corporate& channel sales in different profiles. Ability to build strong relationships with key decision-makers. Exposed to rural & urban markets& worked across various geographies across India. Consistently earned top ranks in sales performance in every position by bringing revenues, profits& market share to new heights. Managed maximum team size of 8 direct &25 indirect reportees.

# **Core Competencies**

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| --- | --- | --- | --- |
| Channel Management | Distribution | Customer Acquisition | Sales Forecasting |
| Key Account Management | Market Development | GTM | Customer Relations |

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# **Professional Experience**

**Bharti Airtel Limited, Pune,Aurangabad& MumbaiMay 2006 – Nov 2015.**

Bharti Airtel Limited is a leading global telecommunications company with operations in 20 countries across Asia and Africa. Headquartered in New Delhi, India, the company ranks amongst the top 3 mobile service providers globally in terms of subscribers. In India, the company's product offerings include 2G, 3G and 4G wireless services, mobile commerce, fixed line services, high speed DSL broadband, IPTV, DTH, enterprise services including national & international long distance services to carriers. In the rest of the geographies, it offers 2G, 3G, 4G wireless services and mobile commerce. Bharti Airtel had over 331 million customers across its operations at the end of June 2015.

# **Zonal Sales Manager (Prepaid) – July 2011 – November 2015.**

# **Job Profile:**

# **Sales & Marketing:**

* To build, monitor& run a healthydistribution framework for pre-paid business.
* To do quality acquisitions & devise methods to increase customer & revenue market share.
* Make sure availability of prepaid products across all the categories of outlets.
* Tracking performance outlet wise on sales, revenue & distribution parameters.
* Driving marketing programs& schemes for existing base & new customers for quick gains.
* To understand & take measures for controlling customer churn.

# **Business Development:**

* Expanding the total outlet base for wider spread & penetration to increase availability.
* Competitive benchmarking to be performed regularly to measure our performance.
* Identifying weak market, set standards & develop strategy for its revival.
* Implementation of robust customer &retailer complaint resolution metrics.

# **Dealer / Channel Management:**

* Appointing & working with financially strong, reliable& productive channel partners.
* Reviewing partnerperformance against assignedsales& revenue targets.
* Building & maintaining channel partner infrastructure, manpower as per set norms.
* Monitoring and improving FOS productivity against set standards.
* Maintaining healthy ROI of partner for smooth business operations.
* Conducting quarterly dealer & retailer meets.

# **Team Management:**

* Create useful success metrics that mark progress & scope for improvement.
* Provide visionary leadership, give direction & lead from the front.
* Develop talent and coach relentlessly aiming to build a productive human resource.
* Motivate with recognition and rewards to keep the excitement & desire for success burning.

# **Territory Manager (Prepaid Sales, Pune) – Nov 2009 - June 2011.**

# **Job Profile:**

* Building &running a healthy prepaid distribution network for smooth business operations.
* Formulation & implementation of strategies to increase customer & revenue market share.
* Growing overall prepaid revenues with special focus on data segment.
* Improving quality of acquisition to enhance AON &better ARPU.
* Analyse customer churn& build strategy to prevent it.
* Review partner & outlet performance on sales, revenue & distribution metrics.

# **Territory Manager (Postpaid Sales, Pune) – May 2006 - Oct 2009.**

# **Job Profile:**

* Increase in postpaid customer base to drive revenue growth.
* Leading a sales team (sales executives / tele - sales executives).
* Sales forecasting, target setting&business planning.
* Managing existing & appointing new postpaid channel partners (DSA).
* Supervising franchise operations.
* Identifying new accounts & mapping business potential.
* Engaging with existing key accounts.

# **Achievements:**

* Awarded first time in ECF for driving postpaid business through retailers & also opening up new postpaid town in first half of the financial year 2006.
* Achieved quarterly summer slam contest in 2006 & qualified for foreign tour.
* Awarded second time in ECF for churning Ideas biggest postpaid DSA (Primiera Communication) in October 2007 which was doing average 1500 GAD monthly.
* Achievement of lowest AV negative percentage and lowest FBC in the Pune zone in 2007.
* Awarded third time in the ECF for achieving highest net gross no’s across M&G in 2008.
* Awarded with A1 rating for the year 2009 in my annual appraisals.
* Achieved highest ever GAD in PCMCcontinuously for 3 months, maintained CAF barring below 2% in PCMC.
* Awarded for maintaining SOGA and CMS leadership in Junnar & Ambegaon Talukas of Pune district after entry of new telecom players in 2010.
* Achieved 22 k GADfor Jalna&Buldana districts for the first time since launch & also data revenues contributed to 5 % of the total business.
* Team awarded for grabbing maximum Uninor (45%) &Loop (40%) share during their shutdown.
* Consolidated distribution in south Mumbai & brought active distributors to 6 from 14.
* M2 Decay (inactive customers) brought down to 14% from 22 % at the start of year.
* Data business grew by more than 105% & contributed highest ever 21% out of total revenues in 2014-15.

 **Whirlpool of India Ltd. – Delhi & Pune Jan 2004 -May 2006.**

# **Territory Sales Executive (Institutional)– Jan 2004 -May 2006.**

# **Job Profile:**

* Establishing productive, professional relationships with key personnel in assigned customer accounts.
* Coordinating the involvement of company personnel, including support, service, and management resources, in order to meet account performance objectives and customers expectations.
* Meeting assigned targets for profitable sales volume and strategic objectives in assigned accounts.
* Proactively leading a joint company-strategic account planning process that develops mutual performance objectives, financial targetsand critical milestones for a one & three-year period.
* Proactively assesses, clarifies, and validates customer needs on an ongoing basis.
* Leading solution development efforts that best address customer needs, while coordinating the involvement of all necessary company personnel.
* Expanding network by appointing new institutional dealers in untapped markets.
* Managing alternate channel business like online & diary.
* Participating in events & exhibitions also actively organizing activities for new product promotion.

# **Achievements:**

* Awardedwith Best Territory Executive award in the north region for achieving my Q4 targets of 2004 by 140%.
* Cracked accounts like D S Group, HCL, Asian Paints, Dabur which gave continuous business.
* Got Whirlpool exclusively tied up for all coke business, worth Rs.3.2 Cr for the year 2005 in western Uttar Pradesh.

# **Academics:**

* M.B.A – Bharati Vidyapeeth’s Institute of Management, Kolhapur University - 2001-03.
* B.B.M –Basudev Somani College, Mysore University - 1998-2001.

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