**SUDHAKER**

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**SUMMARY:**   Responsible for Primary & Secondary Sales.Handling Dealer & Distribution Network.Channel Management.New Market Penetration.Team Handling  Handling area Modern Trade. Responsible for primary & secondary sales Handle channel sales & Distributor. Planning for marketing activities in respected areas. Competitive feed back Innovation for better results. Tracking of effective coverage

**Education**  
  
**Bachelor of Arts Degree in Psychology**  
 Dr.Ram Manohar Lohia Awadh University ,Faizabad (1999)

**Professional Experience**

**Ashoka Spices Pvt Ltd,Gorakhpur,UTTARPRADESH**  
**AUG2003 – JULY2009**  
  
**Rural Sales Representative**

* + Helping Sales Officer in beat/route planning.
  + Ensure maximum coverage in the assigned beats.
  + Regular visit to all the retailers and develop relationships in the assigned beats.
  + Add new retailers to the beat
  + Achieve daily/monthly productivity targets.
  + Achieve daily/monthly **sales** volume targets.
  + Placing order to the distributor and ensuring deliveries.
  + Ensuring least **sales** returns.
  + Maintaining visibility & merchandising hygiene in the assigned beats.
  + Ensuring exact scheme communication to the retailers.
  + Maintaining general brand hygiene in the assigned territory.
  + Ensuring implementation of payment & collection terms of the distributors.
  + Daily reporting as per the company norms.

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**Kadak Family Tea Pvt Ltd, Gorakhpur, UTTAR PRADESH**  
**AUG2009 – FEB2011**  
**Sales Officer**

* 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](http://www.jobawareness.com/chief-information-officer.asp) and report the same to the sales department.
* Provide accurate feedback on future buying trends to their respective employers

**P.J.FOODS PVT. LTD. GORAKHPUR,UTTARPRADESH**  
**MAY2011 – DEC2016**  
**Business Development Officer**

**Business Development**   
Responsible for develop new franchise partners; expand business through existing franchises outlets and company owned outlets  
Present business plans with potential clients and negotiate terms and conditions of exclusive brand outlet franchise agreement

**Retail Operations**   
Responsible for sales & operations of working Territories (COCO & Franchisee)  
Driving overall Business Development, Operations, Revenue Generation & Profitability  
Monitoring the performance of Buying EBOs regarding sales, remittances, stocks, visual merchandising and other administrative procedures   
Reviewing and analysing the merchandise movement and performance to achieve a healthy sell through across categories and to control dead and slow moving merchandise situation   
Mapping store wise sales performance & developing presentations for franchisees & pre-season/flash collection booking  
Coordinating merchandising activities like window display in tune with market profile, thematic in store display, effective visual impact for higher conversion & maintain a high-end store image  
Planning & implanting infrastructure, renovation & expansion in stores

**Marketing**  
Forecasting monthly/annual sales targets & driving sales initiatives to achieve business goals & managing team to achieve them  
Handling promotional activities & in shop promotions for enhancing market visibility  
Conducting competitor analysis by keeping abreast of market trends   
Proactively involved in customer interaction & extensive feedback management to ensure high levels of customer service & satisfaction

**Strategic Planning**   
Formulating business plans to achieve organizational objectives  
Supervising complete operations to achieve the business goals, operating profits & cost efficiencies