** Syed**

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*Targeting Assignments in**Sales, Business Development and Channel Management**with an organization of repute*

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| **Core Competencies*****-Strategic Planning******-Sales & Business Development******-Channel Management******-Profit Centre Operations******-Team Building & Motivation******-Customer Relations******-Problem Solving Ability******-Analytical Approach******-Leadership Skill******-Negotiations*** |  |  **Profile Summary*** Achievement-driven professional with over 14 years of proven track record in overseeing operations involving strategic planning, sales, business development, channel management & customer relations.
* Experience in exploring & developing markets, thereby accelerating growth & achieving desired sales goals.
* Skills in building a strong distribution network for achieving greater market reach & penetration
* Proven track record of generating more than 50% of total business through local sales promotion activities
* Proven ability to lead, manage and motivate the sales team to excel and creating a team-work environment to enhance the productivity.
* Organized planner with exceptional capacity in managing multiple, concurrently running tasks
* An “out of the box thinker” with a proven track record of increasing revenues and escalating profitability levels of the company.
* Effective communicator, negotiator and decision maker with ability to interface positively and professionally at all levels.
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**Organisational Experience**

**Asian Paints Ltd.**

***Company Profile:***

Asian Paints Ltd. is India’s largest and Asia’s second largest paint company with a turnover of Rs 168.57 Billion. It operates in 19 countries and have 27 paint manufacturing facilities in the world, servicing consumers in over 65 countries.The group enjoys an enviable position in the corporate world for its professionalism, fast track growth and building shareholder equity. The group has now stepped into the Home Improvement & Décor Space in India through Sleek (*Kitchens*) & Ess Ess (*Bath Fittings*) to provide the consumers with a wider range of options to enjoy the ASIAN PAINTS EXPERIENCE. In May 2014, Asian Paints Ltd. acquired the brand Ess Ess Bathroom Products Pvt Ltd; creating a new brand ESS ESS by ASIAN PAINTS**.**

***Growth Path:***

*May’03 – Jul’07 Sales Associate – Decorative Paints, Home Solutions Division*

*Aug’07 – Apr’10 Territory Sales Officer – Decorative Paints Division*

*May’10 – Dec’14 Officer - Project Sales – Decorative Paints Division*

*Jan’15 – Aug’17 State Head – Bath Division*

***Key Result Areas:***

**Asian Paints Ltd. – Bath Division Jan’15 – Aug’17**

**State Head; Western UP**

* Reported to Deputy General Manager – North India;
* Mentored & monitored a team of 4 sales officers who were direct pay-roll employees of the company
* Allocated one headquarter town and linked geographies to each sales officer covering the entire region
* Defined key performance indicators and set targets for each sales officer
* Maintained and increased the sale of company’s products both in depth and width, in the region
* Planned & implemented sales strategies for the growth and development of business
* Maintained & expanded the dealer network and serviced their needs
* Monitored payment collections from market and regulated business with dubious parties
* Coordinated for visual merchandising and product display at dealer counters
* Monitored team’s performance and motivated them to reach targets
* Conducted product promotions and influencer level activities
* Worked closely with Service Team to ensure timely resolution of customer complaints
* Collaborated & interfaced with Plant/Supply Chain Team for regular stock arrangement at depot
* Coordinated with Commercial Team/External Vendors for smooth delivery of material to dealers
* Collected customer feedback and market intelligence and shared it with the management
* Compiled and analysed sales figures

***Highlights:***

* Played a key role in expanding the market with a network of over 70 active direct dealers
* Achieved a closing value of 3 Cr. in 2016-17 on a base of approx. 20 Lacs in 2014-15
* Attained a Sales Growth of over 40% last year
* Mentored & guided One Sales Officer among others, who got promoted to next level among the 4 in North Div.
* Acknowledged as winner of 3rd Edition of Bath Division Quiz Contest held in Mumbai in Jan 2017

**Asian Paints Ltd. – Decorative Paints Division May’10 – Dec’14**

**Officer – Project Sales; Bareilly & Haldwani, Noida & Ghaziabad**

* Reported to Unit Head – Project Sales for Western UP & Uttarakhand
* Supervised project sites and developed business through them to meet individual sales target
* Analyzed & mapped the entire territory and indexing the sites divided into different segments like Builder, Govt., CHS, Educational Institutes, Factories, Hospitals, Hotels, Religious Institutions & others
* Identified & prioritised the sites on the basis of different criteria like Fresh Painting/Repainting, Hot/Warm/Cold status of painting, Key Accounts/Geography sites, and so on
* Developed new sites through cold calls and references; conducted regular follow ups so as to get the final deal
* Collated & maintained database of Architects, Consultants, Interior Designers and liaised with them to share information on products & services
* Built & maintained relationship with all important stakeholders like Customers, Site In-charges, Painters, Contractors, Dealers, Architects, Interior Designers to ensure higher levels of satisfaction
* Engaged most of the key Contractors and Applicators of the area through annual schemes to win their loyalty

***Highlights:***

* Conferred with the following titles:
* ROTS (Recognition On The Spot) in Feb 2014 for efficiently handling a critical factory site in Kashipur
* “Regional Champion” for TE Commando Force Championship in the year 2013-14
* “Regional Champion” in Jesse Owens Championship for Interior Emulsions in the year 2012-13
* “Divisional Champion” in Professional Emulsions for North Division in the year 2011-12

**Asian Paints Ltd. – Decorative Paints Division Aug’07 – Apr’10 Territory Sales Officer; West Delhi**

* Reported to Area Manager – Retail Sales for Mayapuri Depot, West Delhi
* Led the network of over 35 active direct dealers and generated sales through them to meet the target
* Played a key role in expanding the network to increase reach while keeping existing network happy
* Managed visual merchandising at dealers outlets
* Visited competition counters to develop relationship with them and gain knowledge of competitor activities
* Defined the credit limits for dealers and ensured timely collections
* Provided services to dealers by ensuring in-time delivery, proper allocation of selling tools like shade cards, POPs etc, in-time completion of schemes, issue of credit notes, and so on
* Conducted Retail Audit to assess market potential, estimation of Sale of Competitors’ products with a view to adopt suitable sales strategies
* Managed customer complaints, and ensured a pleasant relationship with the end-consumer

***Highlights:***

* Won “Regional Champion in Naval Battle – Delhi” in Halla Bol Sales Contest for FY 2009-10
* Recorded a Highest Value Sales Growth of 52% & Highest Volume Sales Growth of 42% in Delhi Region in FY 2008-09
* Awarded “Regional Champion” in a contest for Royale Luxury Emulsion held in Aug – Sep 2008 for Territory Sales Officers in Delhi region

**Asian Paints Ltd. – Decorative Paints, Home Solutions Division May’03 – Jul’07 Sales Associate; South & East Delhi**

* Reported to Team Leader for Delhi
* Responsible for achieving sales targets through working on leads generated through AP helpline, references and cold calling
* Generated leads through local sales promotion activities like Canopy Activity at Malls, Markets, Housing Societies, Dealer counters and so on; Newspaper Inserts, Leaflet Distribution etc.
* Ensured to receive 100% advance payments from customers to company and ensured timely payments from company to linked dealers and applicators
* Appointed dealers and hence applicators on the panel for executing the sites
* Maintained healthy relationship with existing customers through providing them excellent services without compromising on strong work ethics to ensure a pleasant experience

***Highlights:***

* Attained a Mean Customer Satisfaction Score of 4.15 out of 5.00 in a survey conducted by an external agency Gallop International in 2006
* Achieved highest ever sales value in the month of Dec in 2006
* Got No.1 position in Sales in the months of Sep & Oct 2006 among all the units countrywide
* Successfully developed more than 50% of total business through local sales promotion activities & consumer references
* Adjudged as Top Performer in terms of selling special finishes like Kid’s World, Royale Play & Wall Fashion

**Academic Details**

* MAEBM (Master of Agricultural Economics & Business Management) from AMU, Aligarh in 2003
* PG Diploma in Biotechnology from MJP Rohilkhand University, Bareilly in 2001
* B.Sc. (Zoology Hons.) from AMU, Aligarh in 2000

**Industrial Training**

**Title:** Positioning of Various Brands of Coca-Cola vs. Pepsi in Bareilly Region

**Organization:** Brindavan Beverages Ltd., Bareilly

**Period:** May02 – Jul’02

**Description:** The project was undertaken to position various brands of Coca-Cola in comparison to Pepsi by analyzing the market share of each.

**Personal Details**

Date of Birth : 05/06/1978

Nationality : Indian

Marital Status : Married

No of dependants : 2

Languages Known : English, Hindi & Urdu

Computer Knowledge : OS-Windows10, MS Office-07, Internet

Hobbies/Interests : Interacting with People, Watching Movies & News, Listening to Music

References : Available on request