**BHARAT**

[**BHARAT.8679@2freemail.com**](mailto:BHARAT.8679@2freemail.com) ****

***Sales & Marketing Manager***

***Ambitious, self-directed sales professional ready for new challenges aimed at success in business development, sales revenue and overall company growth.***

Goal-driven sales/marketing professional offering a proven track record of delivering above target revenue and growing account bases. Passionate and determined to build market presence with creative and innovative strategies. Expert in building relationship with a broad range of personalities and cultures in a variety of business environments. Imaginative, personable and articulate with strong written and verbal communication skills. History of successfully motivating and managing sales personnel.

***Areas of Expertise***

* Major Account planning •Management Growth & Retention
* Budgeting & Expense Control •Business Development & Expansion
* Strategic & Market Planning •Integrity –Based Relationship Building
* New Market & Trend identification,  
  Capture & Development •Distributor Handling
* High-impact Presenter &  
  Effective Closure •Complex Problem Solving
* Staff Development& Motivation •Customer Relationship Management
* Loss Prevention •Retail sales

***Professional Experience***

Gatbro International Ltd – Lusaka, Zambia January 2016 – August 2016

***Sales Head – Formal Trade***

* KEY RESPONSIBILITIES  
    
  **•** Develop Sales plans and budgets to achieve or exceed the annual sales objectives for the region. Monitor and control the sales budget to ensure optimum utilization of resources in the region  
  • Generate sales of company products in the region through a team of (5) five salesmen,(9) van sales and (60) sixty merchandiser in order to achieve or exceed the annual sales targets  
  • Conduct regular market visits to check route coverage, competitor activity and continuously search for new opportunities in order to increase sales in the region  
  • Provide distributors and customers in the region with information about new or improved products and services in order to improve sales in the region  
  • Develop and maintain an efficient distribution network to ensure the comprehensive availability of company’s products and services across the region to achieve or exceed the sales targets  
  • Establish and ensure that all sales administration procedures relating to the region are properly implemented to support the sales teams in their efforts to accomplish the sales targets  
  • Co-ordinate and follow up with the storehouse supervisor to ensure that adequate inventory stock of product is maintained for the Region in order to meet the sales delivery schedules and provide the distributors with superior levels of service and meet the needs of the customer  
  • Liaise with the Marketing team to ensure that adequate marketing support by way of merchandising and promotions is available in the region in order to provide brand visibility and promote sales in the region  
  • Develop the necessary Regional Sales Management organisation structure and ensure the right calibre of staffing and appropriate training to meet all job requirements. Provide leadership so that staff are well motivated and engaged to stay and contribute effectively to the organisation.

Melcom Group – Accra, Ghana, West Africa July 2011 – March 2014

***Sales & Marketing Manager***

Sales/Business Development for the wholesale division of this multi retail and the largest supermarkets chains in Ghana. Broad scope of responsibility included credit risk undertaking, strategic market planning, business development, sales forecasting, marketing, training and personnel for sales. Assisted and supervised team of 7 sales representatives in sales activity & ensuring the achievement of the target set.

* Developing sales promotional strategies, analysing the market trends, customer profile, periodical market surveys to monitor product growth and competitor activities, maintain a customer data bank for a better service, effectively implementing Customer Relationship management and expansion of distributor network etc.
* Successfully launched and established new product lines of fruit juices, carbonated beverages, alcoholic and non-alcoholic range of wines, whiskeys, rum, brandy, by conducting regular road shows, and other promotional schemes & activities in the market.
* Providing timely feedback to senior management regarding performance,
* Maintaining accurate records of all pricings, sales, and activity reports. Controlling expenses to meet budget guidelines.
* Oversaw sales and distribution of electronics, electrical and paper business.
* Handled van sales distribution in the town.

Argolith Graphic Industries – Mumbai India Dec 2010 – May 2011

***Sales & Marketing Manager***

* Serving customers by graphic materials, Chemicals, dyes, Printing inks, meeting customer needs.
* Procuring orders for the same, achieved sales targets.

Dana Group – Kano, Nigeria, West Africa 2007 – Oct 2010

***Sales & Marketing Manager***

* Designing and implementing a market strategy for the entire FMCG segment of the organization comprising of Consumer durables like Philips, Whirlpool, and Black & Decker Electronics along with commodities like Sun Yum Noodles, Danaco Milk, and Aqua Dana table water.
* Took active part in launching Sunyum Noodles in entire north region by appointing distributors and procuring regular orders from them.
* Successfully launched &marketed Amul powdered milk bags for the first time in northern market, Nigeria.
* Made regular visits to entire northern states for procuring business for entire segment and handled all the distribution activities in entire northern states.
* Procured orders for Dana Drugs, Dana steel, Dana Plastics, Sterling motorcycles from traders &wholesaler’s, meeting chemical customers for S.B. Chemicals Ltd, etc...
* Lead, motivate and develop a team of 4 sales executives, determining the demand, analyzing the competition, identifying the customer, develop pricing, ensuring customer satisfaction, overseeing the development and assessing the need for new products or services.

Dana Group – Abuja, Nigeria, West Africa 2006 -2007

***Sales & Marketing Manager***

* Launched the new division of Dana Group - Dana Electronics by promoting Philips, Whirlpool, Black & Decker Electronics products in Abuja and the neighboring states like Mina, Kaduna.
* Visited regularly all the markets of neighboring states to procure orders and collections.
* Looked after the branch sales, maintaining the stocks level to meet market and branch demands, regular stock taking, and reconciliation with accounts departments.
* Increased the sales from start up to $ 1.8 million within the year.
* Lead sales representatives training, ensuring the achievement of pre-determined sales objectives through proper planning, direction and motivation.
* Conducting promotional meets for sales executives on product knowledge, competition, planning and organizing group events like product launch & budgeting.

Dana Group – Lagos, Nigeria, West Africa Sep 2005 – 2006

***Sales & Marketing Manager***

* Stage wise launch of the new division of Electronics of Dana Group by promoting Philips Electronics products in various states like Lagos, Port Harcourt, Aba, Uyo, Owerri, Onitsha, Enugu & Ibadan.
* Grew business from 1 account to over 35 major accounts generating $1.5 million within a year.
* Travelled exclusively to the above states regularly to penetrate into new markets, appointing distributors and procuring orders from them.
* Achieve pre-determined sales objectives through proper planning, competition, analyzing the market trends, customer profile, periodical market surveys to monitor product growth, maintain a customer data bank for a better service, management and expansion of distributor network, etc.

Klass Electronics – St.Maarten, Netherland Antilles Dec 2001 – March 2005

***Sales Executive***

* Obtain satisfactory share of available business, developing and improving company image and customer relations.
* Planning and organizing daily stocks, stock keeping, and making sure the counters were neat, presentable at all times as it being the 2nd best Electronics stores in St.Maarten.
* Personal development of selling skills as the place being a mix of various phonics and culture, etc.

British Biologicals – Mumbai, India July 1998 – Sep 2001

***Professional sales officer***

* Visiting Doctors to represent company and its products, to generate prescriptions, visiting chemists to ensure the product availability and visiting stockist for procuring orders for the company.
* Achievement of sales goals, training and developing of detail men.
* Supervision of detail men, maintaining full complement detail men.
* Developing institutional business, administrative duties in managing a sales district, personal development, etc.

PROFESSIONAL QUALIFICATION:

Passed Certification in Life Insurance - Insurance Institute of India 2014

Educational Qualification

Graduate (Bachelor of commerce) – Shobhit University 2014

HSC (Higher Secondary School) –Maharashtra State Board 1996

SSC (Senior Secondary School) – Maharashtra State Board 1994

Languages known

* English
* Hindi
* Sindhi
* Spanish

Computer proficiency

* MS office (Word, Excel, Power point & Internet)