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**Seeking assignments in Sales/ Business Development with an organization of repute**

# AREAS OF EXPERTISE

**Sales and distribution**

* Handling sales and distribution to achieve assigned Target
* Responsible for revenue generation, acquisitions, E-retail outlets consistency and addition of new E-retail outlets, generating additional new acquisitions through retail outlets width and breath through sales team.
* Review and interpret with the sales team and distributor with regards to target vs achievement
* Identify and develop new E-outlets for revenue growth and maintaining profitability at all sites through relationships with customers and retailers to achieve repeat business.
* Conduct competitor analysis by keeping abreast of market trends and competitor moves to achieve market share metrics.
* Analyze & review the market response/ requirements and communicating the same to the reporting manager and marketing teams for upcoming new applications.
* To be ahead of competitor in the market place utilize public information and personal network to develop sales and distribution.

## Team Management

* + Selecting and monitoring a team of distributors and sales executives, thereby ensuring optimum performance.
  + Creating and sustaining an environment that fosters development opportunities and motivating the employees for enhancing the existing performance levels.

## Distribution Management

* Developing & appointing new and existing business partners to expand product reach in the market & working in close interaction with the dealers and distributors to assist them to promote the product.
* Motivating field staff by working along with them in the market.
* Managing Distribution network/ Supply Chain for distributing of goods to the projected sites for achievement of targets within specified parameters.

## Brand Management

* + Ensure maximum brand visibility and capture optimum market shares.
* Design & manage corporate communication, brand image building & product awareness campaigns

**ORGANISATIONAL DETAILS**

**August 01 2013 to April 04 2014 worked with Idea cellular ltd, Kerala, India as Assistant Manager Pre-Paid Sales.**

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**December 09 to July 2013 worked with Vodafone Essar India Ltd. (Pre-Paid Division) as Channel Sales Manager – Kannur Kerala, India.**

The Attainments.

* Coordinating with key dealers, distributors and key sub dealers
* Coordinating the entire sales team for achieving the targets.
* Implemented no credit policy with the retailers and distributors.
  + Maintaining excellent professional relations with retailers and distributor to generate avenues for additional business
  + **Professional Achievements:**
* Recommended for next level management for the year 2012.
* Achieved 2nd position among 12 TM, rewarded for the best achievement for the month of March 2013
* Rated Exceptionally exceeding performer for the year 2011
* Rewarded for Achieving highest number of acquisition during the period October to December 2010.

**September 06 to Novomber 09 worked as Sales Officer in Madurai District for Nestle India Ltd.**

The Attainments

* Coordinating with key dealers, distributors and key sub dealers over Madurai District.
* Coordinating the entire sales team for achieving the targets.
* Recognized in making Madurai as a performing territory.
* Minimized credit operation with the channels and distributors from 2006 onwards.
  + Maintaining excellent professional relations with clients to generate avenues for additional business

**August 03-August 06 worked as Scientific Business Development Executive in Trichy&Thanjaoor districts for Innovex India PVT Ltd(Sales support for Ethicon Johnson & Johnson Division)**

The Attainments

* Increase revenue in tire 2 cites and town by adding more customers into the system
* Conducting program for the clients regarding the latest product and practices
* Coordinating the entire sales team for achieving the targets
* Coordinate all the Below the line activities in these areas

# STRENGTHS:

* I am a good Team player
* Have exposure in giving training and lead the team from the front.
* Strategic planning and implementation
* Interested in taking up new challenges,
* Good in negotiation,
* Skillful in handling situation.

**ACADEMIA**

* Master of Science in Life science with 65% of Marks from U.D College of Arts and Science, Bharathidhasan University, Trichy, Tamilnadu, India in the year 2003.
* Bachelor of Science with 54% of Marks from Bishop Heber college of Arts and Science, Bharathidhasan University, Trichy, Tamilnadu, India in the year 2001.
* INTERMEDIATE (10, +2) with an aggregate of 50% Marks from S.D.A. Matriculation Higher Secondary School, State Board of Education, Trichy, Tamilnadu, India – year 1998.

**PERSONAL DETAILS**

**Date Of Birth : 10/03/1981**

**Sex : MALE**

**Marital Status : SINGLE**