

CURRICULUM VITAE

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OBJECTIVE

- To develop my carrier with growing organization where I can utilize my knowledge and skills.

EXPERIENCE

Organization: - RAMAERA INDUSTRIES LIMITED (FMCG), Noida

Designation: - Regional Sales Manager

(Mar 2023- Till Now)

Role and Responsibilities:

- Promote our product lines by coordinating with store management teams.
- Create sales goals for each store and communicate them to store management.
- Prepare monthly and quarterly sales reports and submit and analysis to senior management.
- Contact with Super Stockists, vendors and Distributors in assigned Region.
- Inform senior management of any discrepancies or issues with sales team goals and results.
- Setting up an offline sales channel by identifying distributors, super stockists and retailers for our products.
- Negotiable contracts and margin with sales channel.
- Ensuring product placement at retailer outlets.
- Creating and operating a return cycle from retailers to the company.
- End to end payment follow ups.
- Analytical reporting of sales, margins, P&L and capital expenditure.
- Logistical management.

Organization: - SPG Consumer Products Pvt. Ltd (FMCG), Noida

Designation: - Regional Sales Manager

(Aug 2021- Mar 2023)

Role and Responsibilities:

- To achieve primary & Secondary sales target in value wise, volume wise & outlet wise in assigned territory.
- Actively involved in the launch & promotional campaign of new product launches in Delhi NCR.
- Managing the sales network of 7 Super Stockiest, 31 Distributors, 3 ASM, 6 Sales Executive and 12 SR.
- Deliver overall Revenue & Collections targets budgeted for the assigned Region.
- Handling 1600 retail outlets, Institutions, Hotels & Modern Trade outlets.
- Ensuring product distribution and company systems are in place, sales training, developing and maintaining Good relation with key accounts, setting targets for sales staff and distributors.
- Weekly and monthly revision of set targets and overall sales growth in the area.
- Keep in regular contact with team members and maintain healthy communication & relationship.
- Planning, organizing and implementing sales programs and strategies to improve the product awareness And brand visibility.
- Evaluating performance & monitoring distributor sales and market activities.

Organization: - Arvind Dairy Pvt. Ltd (FMCG), New Delhi

Designation: - Area Sales Manager

(March 2018- Aug 2021)

Role and Responsibilities:

- Managing, training and motivating existing sales team to drive revenue growth.
- Develop and manage efficient distribution networks for sales.
- Develop efficient and creative sales and marketing strategies for the assigned territory and target setting for the sales team.
- Collecting customer and market feedback and reporting the same to the organization.
- Monitoring sales team performance, analyzing sales data, periodical forecasting and reporting to zonal heads.
- Recording orders and sending details to the sales manager and super stockiest.
- Advising customers about delivery schedules and after sales services.

Organization: - Arvind Dairy Pvt. Ltd (FMCG), New Delhi

Designation: - Sales Trainee

(June 2016- March 2018)

Role and Responsibilities:

- Keeping in contact with existing customers in person and by phone.
- Making appointment with and meeting new Distributors.
- Agreeing Sales, Prices, Contracts and payments.
- Meeting Sales targets.
- Promoting new products and special deals.
- Recording orders and sending details to the sales manager and super stockiest.
- Advising customers about delivery schedules and after sales services.

Organization: - INVESTORS CLINIC (REAL ESTATE), NOIDA

Designation: - Business Development Executive

(May 2015- June 2016)

Role and Responsibilities:

- Proactively initiate and engage Sales calls to new Prospects.
- Closes new business deals by Coordinating requirements, developing, and negotiating contracts.
- Develop and implement strategies for new services.
- Assists in the completion of monthly targets.
- Define and follow up of yearly targets and objectives.

PROJECT UNDERTAKEN:

Post Graduate

1. Summer Internship Project (2 Months)

Organization: Coca-Cola Beverages Pvt. Ltd

Description: MARKETING STRATEGY OF COCA COLA FOR RURAL MARKET OF DARBHANGA REGION AN ANALYSIS & PROGNOSIS”

Project Details

- Converting the outlets from rivalry brand Pepsi to Coca-Cola and also making New Customer (Retailers) for Company.
- Done Retail Market Survey.
- Understand the Distribution Channel and Merchandising style of Coca-Cola.
- This involved visiting different Convenience Store, Restaurants and Grocery Store, at Darbhanga Region.

2. Mentorship Project (1 Month)

Description: Issue and Success Factors in Micro Financing

Project Details:

- Comparison of alternative microfinance model client
- National Policy on Micro Finance

Bachelor Of Business Administration

1. SUMMER PROJECT (2 Months)

Reliance Life Insurance

SKILLS/ ACCOMPLISHMENT:

- Skilled in Meeting Sales Goals, Negotiation, Sell to Customer needs, Motivation, Sales planning, Build Relationships, Manage Processes, Market Management, Corporate Sales, B2B sales, B2C Sales, SaaS Product, Payment Gateway, Payout, Channel Sales, E-Commerce, Software Solutions, P & L, Network expansion, Business Planning, Warehouse & Inventory Management, Develop Budgets, Staffing, Forecasting Sales Results, Communication, Organization, Collaboration, Analytics, Delegation, Microsoft Word, Microsoft Access, Management Information Systems (MIS), Marketing, and Microsoft Excel. Core Experience in HoReCa, Corporate Sales and Institutional Sales.
- Proficiency in MS EXCEL, MS WORD, POWER POINT
- Recruitment and Training.
- Resolution-Oriented.
- Installation, configuration and troubleshooting of, Windows2000 Professional, Windows XP, Windows2003, window 7, window vista.
- Effective team player and proven team management skills.
- High level of enthusiasm and commitment to work towards individual and company goals.
- Effective Communication Management thus enabled self with immense convincing abilities.

SPECIALTIES:

- I am able to communicate with and present to all levels of the business through building strong relationships and credibility.
- A highly motivated manager possessing strong interpersonal and influencing skills with a passion about driving change forward.
- In Screening & appointing the enthusiastic & ambitious sales person and handle them to get desired results.
- Training the candidates to ensure optimum performance.
- Controlling outstanding of region.
- Handling crucial business issues and following them up.

ACADMIC QUALIFICATION:

- 2013-15 **Post Graduate Diploma Management (Marketing & International Business)** from JIMS KALKAJI, NEW DELHI
- 2010-13 **Bachelor of Business Administration** from GURU JAMBHESHWAR UNIVERSITY, HISAR
- 2006 12TH from M.M.T.M COLLEGE DARBHANGA, Bihar Intermediate Education Board, PATNA
- 2004 10TH from L.M. HIGH SCHOOL DARBHANGA, Bihar Secondary Education Board, PATNA

PROFICIENCY OF LANGUAGE:

| Knowledge of language | Read/Write | Speak | Understand |
|-----------------------|------------|-----------|------------|
| English | Excellent | Excellent | Excellent |
| Hindi | Excellent | Excellent | Excellent |

BEHAVIOUR CHARACTERISTICS:

- Commitment to quality and results.
- Responsibility.
- Sincere in attitude.
- Presentation and Leadership skills.
- Excellent problem-solving skills
- Dedicated towards my work And Punctual.

PERSONAL DETAILS:

| | |
|-------------------------------|----------------------------------------------------------------------------------|
| Father's Name | : Mr. Laliteshwar Mishra |
| Date of birth | : 05 th February, 1990 |
| Married status | : Married |
| Nationality | : Indian |
| Passport no | : L4695508 |
| Issue/Expiry | : 30/09/2013 – 29/09/2023 |
| Correspondence Address | : H.N- C3/104, EBONY GREENS, SARE HOMES GHAZIABAD, 201009 |
| Permanent Address | : Vill: - Shobhnath Patti, Distt: - Darbhanga, P.O: - Anandpur (BIHAR) 847301 |
| Hobbies | : Find new things on-line & interacting new peoples |

DECLARATION:

I hereby declare that the above given information is true to the best of my knowledge and belief

Date –
Place – New Delhi

(Krishan Mohan Mishra)

Signature