

AJAY KUMAR YADAV

3A/121 AWAS VIKAS COLONY
HANSPURAM, NAUBASTA KANPUR
PIN:- 208021, UTTAR PRADESH
MOB:- 7080807855, 8471055253
Email : ajayadav171@gmail.com

Job Objective

Seeking Challenging career prospects in Sales & Marketing, Business Development and Client Relationship Management & Channel Management in an organization of high repute preferably in Retail/FMCG Sector.

SYNOPSIS

A seasoned professional with **over 18 years** of experience in Sales & Marketing, Business Development, & Channel Sales with renowned FMCG Company. **Presently associated with GANPATI ADVISORY LTD., [Attitude Spices, Pickles and Sauces] Varanasi as Area Sales Head, area handling Central Zone of Uttar Pradesh [Auraiya, Banda, Barabanki, Chirkoo, Etawah, Farrukhabad, Fatehpur, Hamirpur, Hardoi, Jalaun, Jhansi, Kannuj, Kanpur Dehat, Kanpur City, Lalitpur, Mahoba, Raibareli, Sitapur, Unnao since 1stAugust 2016.** Proficient in exploring business potential, opportunities & clientele to secure profitable business volumes. A keen planner & implementer with demonstrated abilities in devising service related business plans for acceleration the growth of the organization. Proficient in analyzing market trends to provide critical inputs, formulating and implementing various marketing strategies for product promotion and consultative selling. Demonstrated proficiency in merchandising, new product launching/re-launching with outstanding visibility in the market. Expertise in sorting out all service related commercial issues and maintaining proper relationship with the clients. Outstanding success in building and maintaining relationships with major clients, establishing large volumes, high profit accounts with excellent level of retention and loyalty. Learned to value commitment and goal-setting, time bound & result oriented mission & initiatives.

CORE COMPETENCIES

Sales & Marketing / Business Development

- Developing marketing strategies to build consumer preference and driving volumes.
- Providing direction to execute promotions/ launches in sync with regional characteristics.
- Building brand focus in conjunction with operational requirements.
- Ensuring maximum brand visibility and capture optimum market shares.
- Driving and leading the team to achieve targets and goal given by the company.

Service Operations

- Implement services plans and policies for the organization, ensuring accomplishment of the business goals.
- Exploring potential business avenues, developing new service points and meeting pre-set revenue, collection & profitability target.

