

**JAYPRAKASH KHODRE**  
**MAIL ID -Jayprakashkhodrepimr1416@gmail.com**  
**Contact No. - 9340597133**

---

## **PROFESSIONAL OBJECTIVE**

Seeking for Strategic role, where my 12 years of experience with strong record and proven planning and execution skills, positive interaction and industry contacts can be effectively utilized for increased profitability, product sales, and sales result by developing a dynamic team. I would also want to contribute to the professional and personal success of those around me while continuously improving my skills and abilities.

## **PROFESSIONAL EXPERIENCE**

**Regional Sales Manager - Southern Labs private Limited (FMCG/EDIBLE OIL/PHARMA OTC)**  
**[ February 2020 – Junbar 2021]**

### **Roles and Responsibilities**

- Developing Business for New Products through Distribution model. (Fmcg/Fmcd)
- Develop and implement effective sales strategies, to ensure Profitability and Width of Distribution.
- Identifying opportunities for new business development through following up on leads and conducting research on target clients.
- New business generation by meeting potential clients to understand needs and providing relevant solutions.
- Identify, build, and scale new partnerships for the organization.
- Manage client relationships and accounts for growth.
- Strategize, implement, and oversee processes for increased productivity and growth.
- Design daily operational programs that produce organizational objectives.
- Establish and grow relationships with appropriate Partners.
- Establish cost parameters and manage the overall P&L of the State.

### **Achievements**

- Effective Implementation of New Product Launch. (Fmcg)
- Increased Cycle Dealers.
- Highest Fmcg Dealers Appointment for Retails.
- Highest rating on Customer Satisfaction. (Retails)

**Sales Head - Prasang Products Pvt Ltd (Dairy products) [Feb 2019 – Feb 2020]**

### **Roles and Responsibilities**

- Developing new business partners to expand product reach in the market and working closely with current Retailers and ,CSA, SS, distributors to assist them to

- promote the product.
- Handling complete sales operations with accountability for profitability and simultaneously achieving sales target and growth.
- Exploring the potential business avenues thereby achieving increased business growth and initiating market development efforts.
- Analyzing latest marketing trends and tracking competitor's activities and providing valuable inputs for fine tuning of sales and marketing strategies.
- Monitoring team performance and motivating them to reach targets.
- Ensuring flow of knowledge skill and training from company to TM and Executives levels.
- Maintain and develop good relationship with existing retailers.

#### **Achievements**

- Achieved Volume Growth of 80% and Value Growth of 56% .
- Effective sales roll
- Effectively implemented App based Activation across the Distribution.

#### **Sales Executive - Frist Data pvt Ltd (HGS) [August 2016– Feb 2019]**

##### **Roles and Responsibilities**

- Customer Acquisition.
- Channel Business Management.
- Revenue Enhancement.
- Achieving Retail Sales Targets through Sales Teams.
- ARPU Management.
- Churn Management.
- Responsible for developing and implementing company's annual and quarterly goals and future need.

#### **Area Sales Officer Mswipe Technology Pvt. Ltd. ( July 2014 To 2016 August)**

##### **Roles & Responsibilities**

- To achieve & enhance revenue of the given market.
- Improving product reach through retailer's appointment in the new and existing markets.
- Identify potential distributors thereby strengthening the market reach.
- Ensuring product availability, display, and merchandising in the outlets.
- Responsible for planning, developing and implementing sales plan for channel partners & retailers
- Ensuing effective implementation of primary and secondary schemes.
- Ensuring Revenue Market Share and Customer Market Share.
- Sales force engagement through optimum utilization of talent and enhancing their level of commitment.

##### **Achievements**

- Achieved 27% revenue growth, 48% gross growth .
- Average 3% revenue growth month on month, 53% gross growth .
- Effective roll-out and implementation of POS Payment and MNP.

## **Sales Executive Somani puram Adventure Park ( June 2011 To July 2014 )**

### **Roles & Responsibilities**

- Identifying prospective clients
- Identifying prospective clients
- Generating business from the existing clientele, Developing new clients thereby achieving the business target.
- Forecasting sales targets and executing them in a given time frame thus enhancing client.

### **ACADEMIC QUALIFICATION**

- Master of Business Administration in Marketing from Prestige Institute of management and science Indore.
- BBA from University of DAVV

### **STRENGTHS**

- Proactive with strong communication and marketing skills.
- Excellent Negotiation Skills.
- Strong experience in manpower management.
- Team player, reliable and dependable.
- Decisive and results-oriented.
- Problem solving ability.
- Cross Functional Expertise.

### **PERSONAL DETAILS**

Father's Name : Ramkrishna  
Date of Birth : 03 -04-1989  
Marital Status : Married  
Permanent Address : Indore  
Language Proficiency: English, Hindi.

**JAYPRAKASH KHODRE**

