

JAYPRAKASH KHODRE
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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

Senior Area Sales Manager – Shakun Ayurveda Pvt. Ltd (FMCG/AYURVED/CANFESNARY) MP/Jaipur(February to 2022 –Till)

- Mentoring, training and developing field functionaries to ensure the sales and operational efficiency Product Types of Mouth freshener and Digestives, Candy.
- Helping in creating and sustaining a dynamic environment that fosters the development opportunities and motivates the high performance among st the team members.
- Monitoring, recruiting, training & motivating the manpower and providing direction to the sales team for ensuring optimum performance and enhancing their professional and soft skills.
- Analyzing the performance of team members for assigning targets on a regular basis
- Planning & Developing and appointing new business partners to expand product reach in themarket and working in close interaction with the dealers, distributors and super stockiest toassist them to promote the product.
- Developing long-term business directions to ensure maximum profitability in line withorganizational objectives.

Regional Sales Manager –Southern Labs private Limited (FMCG) [February 2020 to January 2022]

❖ Roles and Responsibilities

- Developing Business for New Products through Distribution model. (FMCG/FMCD)
- Develop and implement effective sales strategies, to ensure Profitability and Width ofDistribution.
- 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 andgrowth.
- 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 Food MP/CG/Rajasthan (Dairy product) [Feb 2019 to 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.*
- **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%.*

Area Sales Manager – Udaan Pvt. Ltd (March 2018 to January 2019)

- *New business generation by meeting potential clients to understand needs and providing relevant solutions.*
- *Identify, build, and scale new partnerships for the organization*
- *Effectively implemented App based Activation across the Distributes.*
- *Solving the problem and queries of existing dealers and customers.*
- *Searching for new dealers.*
- *Organizing events at the dealers place to attract more customers*
- *Monitoring, recruiting, training & motivating the manpower and providing direction to the sales team for ensuring optimum performance and enhancing their professional and soft skills.*
- *Analyzing the performance of team members for assigning targets on a regular basis*

Senior Sales Executive- First Data Pvt. Ltd. (HGS) [August 2016 to Feb 2018]

❖ 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*

Area sales officer Mswipe Technology Pvt. Ltd. (January 2013 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.*

❖ **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* : *Ramakrishna*
- *Date of Birth* : *03 -04-1989*
- *Marital Status* : *Married*
- *Permanent Address* : *Indore Language*
- *Proficiency :* *English, Hindi.*

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