

SEEMANT BHATNAGAR

Jaipur (Rajasthan) Contact: 9829964688 Email: bhatnagar.seemant@gmail.com

MBA Graduate with over 10+ years of experience in:

- Sales & Marketing
- Channel Management
- Distribution Network
- Business Development
- Training and Development
- Key Account Management
- People Management
- P & L Accountability

Core Competencies:

- Formulating of business plans with a view of current & future growth prospects in respective markets.
- Networking with financial sound & renowned channel partners, assure deeper market penetration & reach.
- Steering operations to achieve organizational objectives & profitability.
- Mentoring & training for the team for ensuring optimum performance to deliver quality service & exceptional results.
- Ability in achieving the targets, launching new products & setting up business operations in market.
- A Distinction of exploring new markets for business growth & streamlining sales & distribution operations.
- Develop a positive work environment that fosters team performance with strong communication and relationship skills.

Additional Attributes:

Strategic thinking, Organizational & Leadership skills. Goal-oriented, Presentation & Communication skills. Time management & ability to prioritize tasks. Problem Solving & Decision Making Skills. Business development, Distribution management, Sales Management, Planning & Organizing, Networking & Management skills. Ability to lead & manage a team.

Professional Experience:

Luxury Personified LLP - (a subsidiary of Sun Group) - (Asian India Promoters exclusive deals in International Brands ie; "Marshall /Gopro / Dyson/ Hurom") as Area Sales Manager -(Rajasthan) Since April'21

Key Result Areas:

- Manage Primary & maintain Secondary sales to meet out the targets & revenue business for the company.
- Develop strong relationships with Distributors and Retailers in the entire Rajasthan.
- Managing the entire sales cycle from prospection through to success closure.
- Building up a strong pipeline & ensuring accurate sales forecasting & accurate planning.
- Coordinating with the supply chain for smooth delivery of the products.
- Identifying the trends in retailing and take suitable actions to keep ahead of the competition.
- Expand the business network through the appointment of new dealers & motivating the existing dealers.
- Identifying the trends in retailing and take suitable actions to keep ahead of the competition.

Udaan- B2B (E-Commerce) as Area Sales Manager- Jaipur(Rajasthan)

May'19 -March'21

Key Result Areas:

- Accelerated B2B business of Consumer Electronics & Electrical Division for the Rajasthan Region.
- Buildup a cordial and smooth relationship with Retailers/ Dealers and Distributors.
- Led the team of 35 executives for the entire Rajasthan.
- Develop and implement strategic sales plan to meet revenue objectives.
- Monitored the performance of the team to ensured efficiency in sales operations & meeting targets.
- Coordination with the sales department to implement all marketing initiatives for the company.
- Communicate actively with sales teams in a given area to help foster a team environment.
- Identifying & appoint new channels to drive growth by expanding the retail base & control the channel attrition rate

Accomplishments :

- Highest acquisition of number & increased the revenue for the company.
- Continuously growth in Width and Depth of distribution.

Syska Led Light Pvt Ltd as Territory Sales Manager, Jaipur (Rajasthan)**June'16-April'19****Key Result Areas:**

- Responsible for enhancing primary & secondary sales of distribution products in the designated geographies.
- Generating revenue & led a team of 10 executives.
- Managed 8 Channel Partners and a handled retail network across rural and urban areas.
- Appointing & monitoring Channel Partner, Dealer network & to handle sales Distributors in assigned territory.
- Achieve retail expansion targets through an increase in the number of outlets with existing and new geographies.
- Maintaining numeric distribution and weighted distribution, maximum reach with maximum depth.
- Builds market position by locating, developing, defining, negotiating & closing Business relationships.

Accomplishments :

- Nominated as the best performer in North Region for "Diwali Bonanza scheme" in 2018
- Successfully launched various new products (Leds/ Iron / Wires) in the market.

Samsung Mobile & Accessories Division as Area Sales Incharge Jaipur (Rajasthan)**Dec'10-May'16****Key Result Areas:**

- The primary purpose is to deliver accelerated & profitable business growth Via channel sales & Modern Trade.
- Formulate strategies & action plans for the growth of the business in the Rajasthan region.
- Focused on the Sell-in & Sell-out business of the company.
- Driven sales through Retail chains to attain market leadership, through growth in volume and values.
- Worked with a team of 40 promoters and 1 team leader.
- The relatively higher share of the product in the outlet in comparison to the competitors.
- Ensured that outlet staff has comprehensive knowledge of products at the outlets.

Accomplishments:

- Honored for achieving the highest ever sales by Zonal Sales Manager in 2012
- Achieved Bangkok Trip contest in 2013
- Best performance awarded in North Region for "Aaj ka Smarty Scheme" in 2014
- Recognized with "Ledge of Extraordinary" appreciation by Regional Sales Head in 2015

Vardhman Yarns & Threads Ltd as Area Sales Officer Jaipur (Rajasthan)**Aug'07- Dec'10****Key Result Areas:**

- Appointed & built new dealers & distributors, evaluated the performance & monitored distributor sales/marketing activities, and focusing on direct industries.
- Coordinated with a team of 10 Sales representatives.
- Generated the business of the company in terms of Value & Volume & manage 45 direct Industries.
- Focused on the Collection of payment from the market through Distributors and Dealers.
- Generated new prospects in the Region, growth in sales, better realization & availability of the products.

Accomplishments:

- Successfully launched & focused the business of the company in premium Articles.
- Promoted as Area Sales Officer in 2009 & Won Goa trip contest in the year 2010
- Assigned special assignment to expand Industrial Sales in Rajasthan 2009.

Education:

- MBA (Marketing) from Symbiosis in December 2004
- Electronic Diploma in Advanced Software Technology from CMC Ltd 2002
- B.Com (Management) from chitransh college. Barkatullah University Bhopal in 2001

Personal Details:Date of Birth: 13th December 1979

Marital Status: Married

Address: 71/37 Mansarover Jaipur (Rajasthan) - 302020

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