

KULLAYAPPA.D

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Area sales Manager ,

Visionary Sales professional offering nearly 22 years of comprehensive experience in Various Industries , Results oriented with Professional Experience in: Area Management

Marketing & Sales Administration Sales Planning Team Management Planning Consumer Schemes Handling Distributors Inventory Customer Retention Project Promotions Imparting Training

Seeking a Management Position in Sales & Business Development in F.M.C.G Industry where domain expertise could be utilized along with technical expertise and leadership skills

SKILLS & EXPERTISE

<i>Business Development</i>	<i>Market Research</i>
<i>Channel/Partner Alliances</i>	<i>Customer Development & relationship Management</i>
<i>Marketing Strategy</i>	<i>Negotiation & Selling</i>
<i>Go to market strategy</i>	<i>Industry and competitor Analysis</i>
<i>Product Marketing</i>	<i>Private placement/IM preparation</i>
<i>Innovation Management</i>	

Strategic Planning: Formulating long term/ short term strategies ~ Cultivating strategic alliances with major organisations

Business Development: Devising business development strategies ~ Achieving the set goals ~ Mapping business potential ~ Relationship Management ~ Competitors performance analysis

Sales and Marketing: Supervising sales and marketing operations ~ Devising marketing budgets and preparing sales forecast plans ~ Driving marketing initiatives to achieve business goals ~ Managing teams~ Sales Promotion/ Brand Management: Devising & implementing pre & post marketing activities ~ Managing products in terms of prices, quality ~ Building brand focus in conjunction with business forecasts ~

Present Working for

SYNERGY FOOD PRODUCTS

Area Sales Manager,
May 2022 to February 2023

PROFILE AT A GLANCE

⇐ *Looking of Entire Andhra Pradesh ,*

Appointing Super Stockists

Appointing distributors ,

Handling the distributors,

Making Target Planning and Guidline to Sales Team

⇐ Extensive exposure in Sales & Marketing

⇐ Proven track record of achieving and surpassing the given targets

⇐ Adopt at appointing distributors and managing retail sales and merchandise

= with Sales team 27 (10 Intern Sales Representatives, 13 Sales Executive's, 4 Area Sales Executives,

AQUATIC FRAGRANCE Pvt Ltd

Area Sales Manager,

August 2021 to April 2022

PROFILE AT A GLANCE

⇐ *Looking of Entire Andhra Pradesh ,*

Appointing distributors ,Handling the distributors, Making Target Planning and Guidline to Sales Team

= Handling 13 Sales Executives 4 Territory Sales Officer's

⇐ Extensive exposure in Sales & Marketing

⇐ Proven track record of achieving and surpassing the given targets,

⇐ Adopt at appointing distributors and managing retail sales and merchandise

HERITAGE INDIA PVT LTD.

A.S.E. October 2016 to April 2020

PROFILE AT A GLANCE

⇐ Looking of Entire Rayalaseema. Handling the distributors, Making Target Planning and Guidline to Sales Team

⇐ Extensive exposure in Sales & Marketing

⇐ Hands-on experience in new product launches and handling stockist

⇐ Proven track record of achieving and surpassing the given targets

⇐ Adopt at appointing distributors and managing retail sales and merchandise

⇐ Expertise in imparting trainings, arranging seminars, preparing reports and office administration

⇐ An effective communicator,

possess excellent interpersonal and relationship management skills and an enterprising leader contributing positively to organizational growth and succe

New Products

People Management: Selecting, Coaching, Supervising, monitoring, controlling and administration of the personnel ~ Imparting training to the sales personnel

Key Responsibilities:

⇐ The company is getting good revenues in some non profitable areas by implementing some of the innovative ideas

Area Management

⇐ Entrusted with the responsibility of New Product Launches, handling Stockiest, Appointing New Stockiest Providing monthly performance feedbacks to enhance the performance of the team members apart from the regular feedbacks

⇐ Responsible for Achieving Sales Targets and Planning and Forecasting of new product launching Marketing & Sales Administration

⇐ Looking after the Supply chain management and Maintenance of S S in Andhra Pradesh

⇐ Responsible for appointing distributors and managing retail sales and merchandise

⇐ Imparting training to the sales staff in Sales and Marketing techniques and developing teams to carry out retail booking across the state products in terms of prices, quality ~ Building brand focus in conjunction with business forecasts ~ Launching New Products
People Management: Selecting, Coaching, Supervising, monitoring, controlling and administration of the personnel ~ Imparting training to the sales personnel

S.S Foods India pvt ltd

Areas Sales Executive

December 2013 to octomber 2016

Covering Rayalaseema prakassam and Nellore districts Appointed 34 substockists in Rayalseema, Nellore and Prakassam Districts,

⇐ Handled planning the consumers schemes and Super Stockiest by stock inventring

⇐ Handle the Distributors Inventory and planned route wise secondary booking

⇐ Responsible for handling team and motivating them

Key Responsibilities:

Responsible for Planning placement in outlets

Accountable for motivating distributer sales men and planning retail scheme and consumer offers

Handled retail track records and planned foot work and route wise targets

Sales and Marketing: Supervising sales and marketing operations ~ Devising marketing budgets and preparing sales forecast plans ~ Driving marketing initiatives to achieve business goals ~

Sales Promotion/ Brand Management: Devising & implementing pre & post marketing activities ~ Managing products in terms of prices, quality ~ Building brand focus in conjunction with business forecasts ~ Launching New Products

People Management: Selecting, Coaching, Supervising, monitoring, controlling and administration of the personnel ~ Imparting training to the sales personnel

⇐ Responsible for handling team and motivating them and planning the daily targets

⇐ Handled planning the consumers schemes and Super Stockiest by stock inventring

⇐ Handled the Distributors Inventory and planned route wise secondary booking

Launching New Products:

People Management: Selecting, Coaching, Supervising, monitoring, controlling and administration of the personnel ~ Imparting training to the sales personnel

S.D Soaps Cosmetics

Area Sales Officer,

June 2011 to november 2013

Launched Lissa soaps

developed territory with Appointed 2 super super stockists, 48 substockists in Rayalseema

⇐ Handled Planning the consumers schemes and Super Stockiest by stock inventring

⇐ Handled the Distributors Inventory and planned route wise secondary booking

⇐ Responsible for handling team and motivating them

Key Responsibilities:

Responsible for Planning placement in outlets

Accountable for motivating distributor sales men and planning retail scheme and consumer offers

Handled retail track records and planned foot work and route wise targets

Sales and Marketing: Supervising sales and marketing operations ~ Devising marketing budgets and preparing sales forecast plans ~ Driving marketing initiatives to achieve business goals ~

Sales Promotion/ Brand Management: Devising & implementing pre & post marketing activities ~ Managing products in terms of prices, quality ~ Building brand focus in conjunction with business forecasts ~ Launching New Products

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⇐ Handled planning the consumers schemes and Super Stockiest by stock inventring

⇐ Handled the Distributors Inventory and planned route wise secondary booking

Launching New Products:

People Management: Selecting, Coaching, Supervising, monitoring, controlling and administration of the personnel ~ Imparting training to the sales personnel

EYETEX

October 2007 to march 2011

Van sales incharge

Covering Royalseema rural areas

Range availability

secondry sales management,

Launching New Products

People Management: Selecting, Coaching, Supervising, monitoring, controlling and administration of the personnel ~

Imparting training to the sales personnel in outlets

MTR Foods India Ltd

Sales Representative

April 2003 to September 2007

I did 8 lakh business after reaching, 6 lakh before joining Best performance achieved by R.S.M

I appointed 4 distributors in the territory Launching New Products

People Management: Selecting, Coaching, Supervising, monitoring, controlling and administration of the personnel ~ Imparting training to the sales personnel

Key Responsibilities:

Responsible for Planning outlets Targets month wise

Accountable for motivating distributor sales men and planning retail scheme and consumer offers

Handled retail track records and planned foot work and route wise targets

Sales and Marketing: Supervising sales and marketing operations ~ Devising marketing budgets and preparing sales forecast plans ~ Driving marketing initiatives to achieve business goals ~

Sales Promotion/ Brand Management: Devising & implementing pre & post marketing activities ~ Managing products in terms of prices, quality ~ Building brand focus in conjunction with business forecasts ~ Launching New Products

People Management: Selecting, Coaching, Supervising, monitoring, controlling and administration of the personnel ~ Imparting training to the sales personnel and planning the daily targets

M/s Rangarao & Sons (cycle brand aggarbathies)

Sales Representative

August 2000 to January 2002

I did 2 lakh business after reaching,

70 thousand before joining

I appointed 5 distributors Launching New Products

People Management: Selecting, Coaching, Supervising, monitoring, controlling and administration of the personnel ~ Imparting training to the sales personnel

PROFESSIONAL & EDUCATIONAL QUALIFICATIONS

⇐ B.A Govt Degree College,

S.K University Anantapur,

⇐ Languages Known: English, Hindi, & Telugu

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