

ABHINAV GAUR

Consummate professional with **14 years of dynamic experience**; looking for **Managerial assignments**, across FMCG Industry, open for other Industries too.

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Profile Summary

- **Ramped -up business by identifying** the strength of each partner, planning monthly primary & secondary numbers and coordinating with them for effective business development
- **Directed the coaching and development** of channel partners; guided them in achieving positive results using value-based selling
- **Implemented process improvements** initiatives to optimize partner management activities
- **Assisted in partner marketing** activities such as tradeshows, campaigns and other promotional activities
- **Planned and performed** rural coverage expansion and activation
- **Executed brand wise rural** activation plans/ channel loyalty programs in the territory
- **Driving sales strategies** for attainment of periodical targets with a view to optimize revenue from primary as well as secondary sales
- **Evaluating marketing budgets** periodically including manpower-planning initiatives and ensuring adherence to planned expenses

Core Competencies

Channel Management

Cross-functional Coordination

Market Penetration

Sales Development

Trade Marketing

Sales Business Planning

Channel Infrastructure

Distribution Mgmt.

Team Building & Leadership

Notable Accomplishments

Received Awards from Godrej way of working of Godrej Group

Recipient of Awards from MD's CLUB of Godrej Group

Education & Trainings

- **Executive Post Graduate Diploma** in Business Management in association with Symbiosis Institute of Business Management (SIBM) in 2014.
- **MBA in Marketing & Sales Management** and International Business from Amity University, Noida in 2007.
- **B.A.** from Sant Vinoba P. G. College, Deoria (Deen Dayal Upadhyay Gorakhpur University) in 2000.

Career Timeline

Jun'07-Nov'07: Kapoor Light.Life Style



Since Feb'08: Godrej Consumer Products Ltd.

Work Experience

Since Feb'08 with Godrej Consumer Products Ltd.

Growth Path:

Sr. Sales Officer: Feb'08 – May'11

Executive –Sales: Jun'11 – Oct'16

Area Sales Executive: Nov'16 – Sep'18

Regional Sales and Trade Development Executive: Sep'18 – Apr'21 (Uttar Pradesh, Uttarakhand & Rajasthan)

Currently designated as **Regional Sales Development Executive**: Since Apr'21 (North India)

Key Result Areas:

- Functioning with RSTDM to execute a blueprint for building a future ready sales organization both short term and long term
- Helping RSTDM & ZSM in motivating all marketing initiatives and priorities in the area of Sales Development & Trade Marketing
- Administering the business regions of Delhi, Uttar Pradesh, Uttarakhand & Rajasthan
- Implementing Urban GTM as well Rural GTM and village expansion drive as per agreed blueprint in the specified region
- Ensuring the effectiveness of the sales force automation solutions including Distributor Software Handled terminals for frontline sales force in both urban & rural markets
- Executing targeted rural & urban market development initiatives for priority markets as decided by the organization
- Driving initiative which enhances sales process parameters to the next levels – TSL, Productivity, MSL, Ideal Store
- Generating MIS daily report, data analysis, sales business planning / target setting, forecast analysis
- Preparing budget, follow up and adaptation to regional needs
- Managing brand image and highest possible standards utilizing existing guidelines
- Managing promotional activities like: Events, Exhibition, Consumer Engagement Campaigning and Sampling
- Steering trade engagement programs, setting up of targets at regional level to build and enhance better relationship and leveraging it for business
- Keeping track of best-in-class trends in the S&D Ecosystem in GTM, Sales IT & Sales Capacity & make appropriate action plans along with the RSTDM
- Comprehensive HR Management for the ISRs/DSRs Team viz recruitment, training, performance management as well learning & development of team, relationship building and monitoring the sales staff
- Working and co-coordinating with sales team at all levels for merchandising & execution within the designated territory
- Analyzing the AOP target, divide the targets ISR/DSR wise and plan for achievement based on potential of the super stockiest area
- Leading, supervising and coaching team of ISRs/DSRs for the implementation of the growth agenda
- Taking care of distribution channel, supervising Distributor's operations, planning sales and distribution activities
- Collaborating with super stockiest and sub stockiest for coverage expansion goals and for outlet activation plans
- Organizing field review meetings, executing trade programs and trade inputs (schemes & so on), executing annual plan and driving process parameters

Previous Experience

Jun'07 – Nov'07 with Kapoor Light Life Style as Management Trainee

Personal Details

Date of Birth: 4th August, 1980

Languages Known: Hindi & English

Address: C - 22, NPL Colony, Dr. K S Krishnan Marg, Near Pusa Complex, New Delhi-110060