

Subject: My Resume for Regional Sales Manager/ General Manager

Dear Sir / Madam,

This is my resume for your kind consideration and perusal please.

I will oblige to you if you give some time to go through it and if you find something in it, help me to have some opportunity to serve your company or otherwise forward it to a suitable / appropriate place well versed to you that may suite to my profile for my probable job placement or let me know about your companies process of application for a suitable job placement.

Thanks & Regards!

Dharmender Singh Arya

## DHARMENDER SINGH ARYA

Meticulous **Regional Sales Manager (Sales & Marketing)** offering over Professional with 23+ years of experience in implementing successful sales strategies and motivating highly galvanized teams to produce significant bottom-line results. Adept at designing and executing effective sales strategies to optimize market opportunities. Engaging in a profession within an organization in utilization my professional skill for providing better results & options in a challenging and intellectually satisfying position in the organization that allows learning new technology. A seasoned sales Professional is having around vast Twenty Three experience in Channel Sales, Project Sales/Institutional Sales, Horeca Sales, Retail Sales & Modern trade Business, who undertakes complex assignments and meets tight deadlines. Developed effective short and long term growth strategies to deliver initiatives that helped achieve sustainable volume growth, share and preference metrics. Being a manager. I consider the capability of Leadership skills, Strategic Planning, interpersonal skills and result orientation as my strength. Seeking a challenging opportunity to work in managerial positions with reputed organizations. Have expertise in working in weak markets, turnaround of business, team building, channel development & business start-ups. With MBA from **Faculty of Management Studies, University of Delhi** can deploy the "Go to the Market" in Tier II, III and Tier IV towns.

STYLAM INDUSTRIES LTD	➤ Currently working with STYLAM INDUSTRIES LTD. as a <b>Regional Sales Manager</b> from (15th June 2017 to till date).
BERGER PAINTS INDIA LTD	➤ With BERGER PAINTS INDIA LTD as a <b>Senior Area Sales Manager</b> for <b>Four years</b> (02nd April 2013 to 14th June 2017)
J.K.CEMENT LTD	➤ With J.K.CEMENT LTD. as a <b>Deputy Sales Manager</b> for <b>Three years.</b> (16th February 2010 to 01st April 2013).
PIDILITE INDUSTRIES LTD	➤ With PIDILITE INDUSTRIES LTD. as a <b>Area Sales Manager</b> for <b>Six years.</b> (11th June 2004 to 15th February 2010).
ADANI WILMAR LTD	➤ With ADANI WILMAR LTD. as a <b>Senior Area Sales Executive</b> for <b>Three years.</b> (03rd July 2001 to 10th June 2004).
JOLEN INTERNATIONAL Ltd	➤ With JOLEN INTERNATIONAL LTD. as a <b>Area Sales Executive</b> for <b>Three years</b> (15th June 1998 to 02nd July 2001)

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### EDUCATION

- Master's Degree in Business Administration –MBA-- Marketing Management from **Faculty of Management studies, University of Delhi.**
- Post Graduation Diploma in **Computer Application** from **Kurukshetra University.**
- Graduate in Science from **Maharishi Dayanand, University, Rohtak.**

### CORE COMPETENCIES

- Strategic Sales Leadership
- Market Penetration
- Business Process Improvement
- Budgeting & Expenses Reports
- Sales & Marketing Strategies
- Strategic Planning/Analysis
- Product Launch & Promotion
- Business Development Analysis
- Team Leadership
- Team & Culture Building
- Operations Analysis
- Channel & project management
- Competitive analysis
- Territory Management
- Interpersonal Communication

### WORK EXPERIENCE

#### STYLAM INDUSTRIES LIMITED, North India

#### Regional Sales Manager

JUNE 2017 – Present

- Commissioned to appoint Super Stockiest (CSA/C&F), Distributors in the North India & increase Distribution Networks, Sales & Worked on additional Secondary Sales Parameters & tertiary Sales Parameters & Increase (Width & Depth) Sales parameters of the Dealers & Retailers, and Making Brand Promotion of all Premiums Products among Dealers, Whole Sellers, and Franchisee Stores with Customer Centric approach.
- Commissioned to do research on new product development and life of a particular product from its inception, development, growth, maturity and decline. To study the Life Cycle Concept of a Product.
- Commissioned to do research on the reasons for the drop in sales of one of their territories and products along with suggestions to overcome the problem. This was an assignment required for the course in analytical and strategic planning and management.
- Commissioned to do extensive & intensive research on new product developments and new territories developments, including scientific research, focus groups, questionnaires, competition, and other developments. Prepared a detailed report and gave a presentation to the board along with suggestions. The comprehensive report was appreciated by all, all the suggestions were implemented.
- Working with **National Sales Manager** in operationalizing **Sales Strategy**, building **uniformity** in processes. Assisting **Branch Managers, Area Sales Managers** and helping them to build **competencies** to convert laid out **objectives/KPIs**. Responsible for the lay-out **Go-to-Market (GTM)** practices in all branches, and effectively reach out to **TG** with most optimum costs. Exploit the existing **Sales Processes (As-Is)** and help them to build the **roadmap** to reach the Desired state. Working with **IT functions**, and helping them to **automate Sales Processes via automation** at various stakeholders – Sales Teams, Distributors, and Influencers (**Contractors, OEMs, and Architects/IDs**). Bring into practice with existing **IT tools** & helping them to **co-develop new tools** in the area of **Sales Force Automation (SFA /FFA), Distributor Management system (DMS), CRM, and ERP**. Role in integrating **Primary, Secondary, and Tertiary Sales** – and drawing meaningful analytics, Helping them on **external market mapping** and **internal data**. Supervise **Distributor management**, as per policy laid **Distributor infrastructure** and primary services. Helping them to Drive the desired **Numeric & Wtd Distribution (ND & WD)** at town & state level, **Distributor Health Card & ROI**, Working with **National Sales Manager** on constantly updating the same. Getting best practices to implement in each branch – **Uniform Price list implementation & Schemes/discounting** guidelines- helping National Sales Manager to minimize price arbitrage happening across the markets.

## Some Key Achievements With STYLAM INDUSTRIES LIMITED

- **Achieving 216 Crores Per Annum value targets and product wise volume.**
- **Managing a network of CSA/C&F: Six, Distributor's: 30, Dealer's: 9360, Generating Revenue:216 Crore Per Annum, Area of Operation: Responsible for entire North India.**
- **Managing sales force of Six Area Sales Managers & Thirty Sales Officers.** Area of Operation: Responsible for entire North India.
- **Handling responsibility of distribution channel network & Project Sales for Delhi, NCR, UP, UK, Haryana, Punjab, Gurgaon, Noida, Ghaziabad, and Faridabad for North India** for their sales & marketing. The position included responsibility for increasing sales, profitability and market share for a defined area(s) and to lead the channel sales and modern retail functionalities **Plywood Outlets, Paint, Hardware outlets, Paint & Hardware Outlets, & Franchisee Stores Outlets** & also drive initiatives in the non-modernized MBO Outlets.
- **Key Deliverable** – Managing the **Particle Boards, Laminates, Veneers, Pre-Laminated Particle Boards, MDF Boards, Plywood Boards, Block Boards, Door Skins Boards, MDF Boards & Adhesives products business worth Rs. 216 Crores Per annum – Channel Sales, Project Sales, residential & industrial Sales.** Recruited and presently leading a team of **Six Area Sales Managers, 30 Sales Officers, Appointed 6 CSA & CFA, 30 Distributors, 30 Super stockiest, 9360 Dealers, 2000 Retailers, 1500 Franchisee Stores,** establishing a network across the Northern Region to promote all products. **Dealing and having a list of 3500 Architects, 3000 Builders, 2500 Contactors, 5000 Carpenters/Applicators, Consumer, CFA, Distributors & Dealers to garner business for the Company, non-technical and a technical Support officer. Guiding Project Sales Team & Channel Sales Team to introduce our MDF board at plywood outlets & training them to sell all ranges of products at a premium. Working with the BDM Team for Product Approvals in MES, CPWD and other Government bodies.**
- Currently handling the entire North India. As Regional Sales Manager has the responsibility to lead the channel sales, Project Sales, business development and modern retail functionalities Plywood outlets, Paint outlets, Hardware outlets, Paint & Hardware outlets. & Franchisee Stores. Having expertise in working in weak markets, Poised to revive well known brand by introducing New Logo, New Packaging & comprehensive product range for Laminates, Veneers, Pre-Laminated Particle Boards, MDF Boards, Plywood Boards, Block Boards, Door Skins Boards, Adhesives products..
- **Motivating and influencing shade approvals through the BDM team of builders, interiors, contractors, and door manufacturers for continued business. Formulating pricing strategy with marketing to capture projects of banks, corporate, etc. Managing receivables for all channel partners and direct customers. Forecasting and ensuring availability of our products from factory to end customers. Guiding the sales team to liquidate slow moving inventories to reduce pressure on working capital. Managing the New Age Product business (3 categories – Stylam High Pressure Laminates, Fiber Boards and Stylam Floors, Laminated Wooden Flooring to be launched in December 2017).**
- **Leading a team of Two Business Development Managers, Six Area Sales Managers.** Strategizing and ensuring implementation of Stylam Floors launch to be piloted in Delhi. **Appointing new Flooring distributors in Delhi & Northern region with assigned geographies. Initiating retail & project research in flooring business – minimum 1000 retailers to be identified before the launch. Ensuring the businesses are done with a high contribution margin. Guiding Sales Team to make effective presentations to Architects to motivate and influencing product approvals in Cladding & exterior facades endorsing Stylam Exterior.** Designing trade schemes ensuring increased off take amongst retail channel partners. **Formulating pricing strategy with marketing to capture landmark commercial projects. Identifying product gaps by working with the sales team, taking feedback from channel partners, and ensuring new product development in coordination with R&D. Managing receivables for all channel partners and direct customers. Forecasting and ensuring availability of our products across RDCs.**
- **Key Achievements: Successfully appointed 30 distributors in the Northern Region. Played a key role in generating business of Rs. 216 Crore Per Annum**
- **Got 3 times Consistence Appreciation for selected As Best employee of the Month for Aug, Sep, Oct 2019 for Working on additional Secondary Sales Parameters and tertiary Sales Parameters and Increase (Width & Depth) Sales parameters of the retailers, dealers and Making Brand Promotion of all Premiums Products of Stylam laminate & adhesive products among Dealers, Whole Sellers, Retailers, Franchisee Stores and Consumers with Customer Centric approach. Achieved the ever Highest Growth (35%) in April 2019- March 2020. Crossed the budgeted plan for 2019-2020 (35% value growth). Opened 2000 new counters & 1500 FCS, which in turn helped to increase distribution. The area catered by my services measured the highest growth in Cluster i.e. (35 percent) against the base. Get appreciated for Decision Making for Profitability and Network Balancing with marketing initiatives taken in Delhi, NCR, UP, UK, Haryana, Punjab, which Results in gain of MS by 35 % in Delhi, NCR, UP, UK, Haryana, Punjab.**

• **Noteworthy Highlights-** Responsible for managing Project Sales business operations and generating Project Sales Revenue: 120 Crore Per Annum, Acquired & managed high profile clients such as **Aakkriti, Ashiyana, Spring valley, Aiims, Era Group, Brahma kumaris, UNITECH,EMAAR MGF,OMAXE, PARSVNATH, EROS, HYATT, M3M, IREO, 3CS, J W MARRIOT, CROWN PLAZA, and HCL etc.** and Architect Firms involved in Building & Infrastructure Segment in North India regions. Steered the expansion of the company business, into the Retail Markets & Projects (Institutes) of the Northern region covering nearly 100% of geography. Launched a professional range of products, specialty finishes for interiors and textures. Given responsibility for the most critical market of North India for Retail sales & Project sales development, North India regions hold the distinction of managing complete Channel Sales, Institutional, Project & Direct Sales and Distribution Operations. Played a key role in introducing a market correction in South Delhi & West Delhi, NCR, UP, UK, Haryana, Punjab, Gurgaon, Noida, Ghaziabad, and Faridabad, one of the toughest markets of North India. Excellent track record of distributing products through a strong Dealer Network in Thirty territories; instrumental in managing complete administration of Thirty Sales Officers, Six CSA/CFA & Thirty Distributors, Six ASM, Two BDM & Two PDM, Established the Project Sales Structure / Re alignment of Network from scratch in Delhi, NCR, UP, UK, Haryana, and Punjab. Conducting various sales promotion activities to drive the sale of new products through the Dealers, Contactors, Carpenter, Applicators, Architects and Builders like CTW in coordination with the Sales Team. Implementation of sales incentive schemes strategy for end users.

## Some Key Achievements With Berger Paints India Ltd Senior Area Sales Manager

### Growth Path-02nd April 2013 to 14th June 2017

- **Key Deliverable** – Handling Nine DEPOS/Distributors in DELHI & NCR. Leading a team of Nine Assistant Manager & 27 Sales officers & 3000 large institutional dealers & Technical Support officers. Managing the business worth of Rs. 97 Crore & 20 lakhs Per Annum from Interior Wall Coatings, Exterior Emulsions, Metal Finishes, & Wood Finishes business from Dealers, Retailers, Projects segments. Recruited and presently Appointing Retail Distributors, establishing network across DELHI & NCR to promote Paints & Construction Chemical Products. On the job training the sales team to garner business for the Company. Guiding Retail Sales Team to introduce our Paints & Construction Chemical Products in retail outlets and Painters, training them to sell products at a premium. Working with the BDM Team for Product Approvals in MES, CPWD and other Government bodies.
- **Managed the retail trade business of Berger in DELHI & NCR as ASM.** Leading a network of 4368 Dealers of DELHI & NCR to manage the primary and secondary business generation in the territory. Appointed New Construction Chemical distributors in DELHI with assigned geographies. Initiating retail audit in Construction Chemical business – minimum 1000 retailers to be identified before the launch. Ensuring the businesses are done with a high contribution margin. Guiding Sales Team to make effective presentations to Architects to motivate and influencing product approvals in exterior facades endorsing Berger Exterior.
- **Motivating and influencing shade approvals through the BDM team to builders, interiors, contractors, and paint manufacturers for continued business. Formulating pricing strategy with marketing to capture projects of banks, corporate, schools, Hotels, Restaurants, Residential Houses, and Commercials Projects etc. Managing receivables for all channel partners and direct customers. Forecasting and ensuring availability of our products from factory to end customers. Guiding the sales team to liquidate slow moving inventories to reduce pressure on working capital. Managing the New Age Product business (3 categories –Berger Interior Wall Coatings, Exterior Emulsions, Metal Finishes, & Wood Finishes. Leading a team of Business Development Managers, 2 Key Account Managers. Strategizing and ensuring implementation of Berger Construction Chemical product launch to be piloted in Delhi. Designing trade schemes ensuring increased off take amongst retail channel partners.**
- **Key Achievements: Handling Nine DEPOS/Distributors in DELHI & NCR. Played a key role in generating business of Rs. 97 crore & 20 lakhs Per Annum.**
- **Achieved the ever Highest Growth (35%) in April 2015- March 2016. Crossed the budgeted plan for 2015-2016 (35% value growth). Installed 1500 new machines, opened 1000 new counters & 700 FCS, which in turn helped to increase distribution. Revamped implementation procedures of the loyalty program, making it robust and user friendly. Increased extraction of exterior business/contractor to 30 Crores/annum (2000 contractors). Ownership of implementation of the loyalty program, included in the KRA of Institutional team ensured rapid success. Mentored the 'Customer Relationship Executives' on a regular basis through training on products/Sales Skills, etc.... 5 CRE's managed to get absorbed by Berger as PSI's under company payroll. Overall, 35% value growth in retail & project business of territory over LY. 38 % volume growth in highly competitive exterior product category. Turnaround in NCR territory with doubling exterior volumes and increased builder/contractor endorsements. 2<sup>nd</sup> highest growing depot in the DELHI & NCR Region with 33 % value growth in C1 2016. Dealer outstanding brought down to 18 lakhs from 44 lakhs. Exterior volumes grew by 44 %, recognized for being in the top ten in the country.**

## Some Key Achievements With J.K.CEMENT LTD

### Deputy Sales Manager

#### Growth Path-16th February 2010 to 02nd April 2013.

- **Key Deliverable**-Regional responsibility for expansion and business drive for Channel Sales, Project Sales & Modern Retail. Reporting to the Country Business head of Modern Retail. Handling Nine DEPOS/Distributors in DELHI & NCR Region. Managing the business worth Rs. 86 Cores & 40 lakhs Per annum in DELHI & NCR. Leading a team of Nine Assistant Sales Manager & 18 Sales Officers, Identifying key dealers and converting them to a modern retail format in franchise and coco format. Establishing Modern retail business by converting traditional cement stores into modernized layouts across the northern region. Formulating marketing strategies, Designing & ensuring proper implementation of unique offers, Maintaining store staff by recruiting, selecting, orienting, and training employees.
- **Completely Responsible for all functions including establishing & augmenting overall sales infrastructure, Top line and Bottom line.** Played a significant role in launching various products/Sizes & executing various dealer schemes at Zonal level for augmenting business volume & profitability. Responsible for strategic business calls, product, price & promotion strategies. Also fully Responsible for marketing part of 'Gothan' Plant including P&L. Achieving financial objectives by preparing an annual budget; scheduling expenditures; analyzing variances; initiating corrective actions.
- **The assignment was as BUSINESS HEAD of one of the largest business verticals, Vitrified Cement with J.K.CEMENT LIMITED, designated as Deputy Sales Manager. As Business Head of Vitrified Cement, Completely Responsible for across Delhi & NCR all functions including establishing & augmenting overall sales infrastructure, Top line and P&L, having ensured the fastest growth of this Vertical in Cement Industry consistently. Worked successfully in extreme situations, both in professionally managed & Owner driven work environment, with strong adaptability to work in any environment & Market situation. Handling Imported Cement segment sales as a separate vertical with complete responsibility including P&L. Marketing merchandise by studying advertising, sales promotion, and display plans; analyzing operating and financial statements for profitability ratios. Ensuring availability of merchandise and services by approving contracts.**
- **Key Achievements:** Handling Nine DEPOS in DELHI & NCR. Played a key role in generating business of Rs. 86 Cores & 40 lakhs Per annum. Got honored with " Ever Highest Sales Growth in all White Cement products & Putty products as well as Value Sale (Sales Incentive for the year (2010-2011), presented by Director's held at Taj Mumbai. Target Achievement in New Products Sales Incentive for the year (2011-2012). Also received "J.K.CEMENT Sales Achievement Awards award", employee of the year 2012-13 in terms of over-all contributions and growth in top line & bottom line. Excellence in Gray Cement, White Cement, Wall Putty Brands & Water Proofing Products (2012-2013).

## Some Key Achievements With JOLEN INTERNATIONAL LTD

### Area Sales Executive

#### Growth Path-15th June 1998 to 02nd July 2001.

- **Key Deliverable**- Commissioned to do extensive & intensive research on new product developments and new territories developments, including scientific research, focus groups, questionnaires, competition, and other developments. Prepared a detailed report and gave a presentation to the board along with suggestions. The comprehensive report was appreciated by all, all the suggestions were implemented.
- **As Area Sales Executive has the responsibility to lead the channel sales and modern retail functionalities General Trade/General Stores Outlets, Kiriyana Shops, Chemists Shops Outlets, Modern Trades Outlets & Franchisee Stores Outlets & also drive initiatives in the non-modernized MBO Outlets.**
- **Job Responsibilities**--The Country Manager approached me to help with the launch and distribution of a New Brand of Jolen Bleach Through my understanding of the Delhi market and the distribution network we created a positive position of the Brand within 6 months with our POS above and below the line marketing along with the cosmetic promotions and road shows. Due to promotion activities and brand building, we established the product over six months with good results and Jolen Bleach till to day is a top brand in Delhi Market. Building, Establish & maintain a customer base for Delhi in channel sales, Retail, Corporate, and Institutional Segment. Providing sales support & service to the existing Key Account customers, solicits new Customer development and attain sales targets. Conducting market benchmarking of the wholesale/retail markets consistently to maintain an appropriate pricing. Managing sales to Corporate, Bulk Buyers, and to develop distribution plans by leveraging sourcing capabilities to extend sales. Developing market potential assessment & identify Key Accounts for Institutions and close contracts in profitable terms with specified customers. Meeting potential customers on a regular basis & ensuring significant personal rapport with Key customers through regular formal & informal interactions. Monitoring customer bookings and ensuring SOP compliance through CRM. **Key Achievements: Demonstrative abilities by building a new network in Delhi areas. Successfully appointed 4 Distributors in Delhi areas. Played a key role in generating business worth Rs. 7 Crore 20 lakhs Per Annum in Delhi, Leading a team of 4 Sales Officers, Business on negligible base.**

## Some Key Achievements With PIDILITE INDUSTRIES LTD

### Area Sales Manager

#### Growth Path-11th June 2004 to 15th February 2010.

- **Key Deliverable**- Handling TEN Distributors in DELHI. Managing the business worth Rs. 60 Crores Per annum in DELHI. Leading a team of 10 Sales Officers, Managing businesses and finances of Project Distributors and Applicators and establishing them as an alternate module for garnering business for the Company other than conventional retail outlets. Ensuring business through leading builders – Hiranandani, Lodha, Kalpataru, Ackruti City, Rushtomjee, Rahejas, India Bulls, Oberoi, Kumar Builders, Kolte Patil etc and leading waterproofing applicators of the region – Leak proof, All India Waterproofing Noble Waterproofing, Gubbi, Buildtech Construction, Reliable Waterproofing etc. To promote the company's waterproofing systems and other construction chemical products in projects in the region by also meeting RCC Consultants, Project Management Consultants, Corporates and Government organizations like Pantaloon, Tata Housing, IITs, SBI, RBI, Central Railways, and MES etc. To ensure the team makes method statements as per the BOQs obtained from the builders, site trials for getting the product approved and ensure fast turnover of New Construction products. Management of inventories and C&FA in order to ensure a smooth supply chain for the customers. Liasoning with specifications team and applicator cell driving them to get product endorsed through major consultants and also ensuring presentations at Corporate offices as well as sites of key clients.
  - **Key Achievements:** Successfully appointed 10 Distributors in DELHI areas. Played a key role in generating business of Rs. 60 Crores Per Annum
  - Target Achievement in New Products Fevicol Marine, Fevicol Speedx, Fevicol SH, Fevicol Parcole (Sales Incentive for the year (2004-2005).
  - Excellence in Sales Achievement Awards in Flanking Brands, Repellin WR, Proofcote Black, Pidicrete MPB, Krystalline (2005-2006).
  - Excellence in Sales Achievement Awards in Dr Fixit Admixtures, Pidicrete CF21, Pidicrete CF101, Pidicrete CF111, Pidicrete CF51 (2006-2007).
  - Excellence in Sales Achievement Awards in Dr Fixit Grouts, Pidigrout 5M, Pidigrout 10M, Dampfree (2007-2008).
  - Target Achievement in New Products like Pidipoxy EP, Pidipoxy EC, Pidotop 333, Pidotop 444 (Sales Incentive for the year (2008-2009).
  - Ever Highest Sales Growth in all products as well as Value sale in Fevimate PA, Silicone Sealant, Pidiseal PS43, Pidiseal Safe (2009-2010).
- ## Some Key Achievements With ADANI WILMAR LTD
- ### Senior Area Sales Executive
- #### Growth Path-03rd July 2001 to 10th June 2004.
- **Key Deliverables:** Commissioned to do research on new product development and life of a particular product from its inception, development, growth, maturity and decline. To study the Life Cycle Concept of a Product.
  - **As Area Sales Executive has the responsibility to lead the channel sales and modern retail functionalities General Trade/General Stores Outlets, Kiriyana Shops Outlets, Modern Trades Outlets & Franchisee Stores Outlets & also drive initiatives in the non-modernized MBO Outlets. base.**
  - **Job Responsibilities**--Building, Establish & maintain a customer base for Delhi in channel sales, Retail, Corporate, Institutional and Horeca segment. Providing sales support & service to the existing Key Account customers, solicits new Customer development and attain sales targets. Conducting market benchmarking of the wholesale/retail markets consistently to maintain an appropriate pricing. Managing sales to Corporate, Bulk Buyers, Horeca & to develop distribution plans by leveraging sourcing capabilities to extend sales. Developing market potential assessment & identify Key Accounts for Institutions and close contracts in profitable terms with specified customers (or within a specified commodity). Meeting potential customers on a regular basis & ensuring significant personal rapport with Key customers through regular formal & informal interactions. Monitoring customer bookings and ensuring SOP compliance through CRM, OPS team and Finance with coordination with National Buyer.
  - **Key Accounts Handled:** All 5 star Hotels in Delhi, Top Premium School, colleges, Restaurants, Educational Institutes, IT companies and Banks.
  - **Key Achievements:** Demonstrative abilities by building a new network in Delhi areas. Successfully appointed 6 distributors in Delhi areas. Played a key role in generating business worth Rs.14 Crore 40 lakhs Per Annum in Delhi, Leading a team of 6 Sales Officers, Business on negligible base.

## Consolidated Key Roles & Responsibilities in STYLAM INDUSTRIES LIMITED

### • AREAS OF RESPONSIBILITY PERFORMANCE MEASURES (QUANTITATIVE / QUALITATIVE)-

Responsible for the **Primary Sales, Secondary sale, tertiary sales** in the state / territory by developing and maintaining the sales and marketing business plan and designing and monitoring individual and team sales objectives on **monthly, quarterly and annual** basis also responsible for maintaining the **MOP** in the state / territory. Regularly conducting retail outlet audits to study market share movements and track market share. Concentrating on strong tracks for **volume growth & weak tracks** to build brand image & growth.

• **Sales Strategy:** Designing & executing **sales strategies** for each sub-category, states wise and ensuring month-on-month achievement of sales target (**value wise and volume wise**). **Sales planning:** Overseeing the creation of **monthly/ weekly/ daily distributor-wise**, sub category-wise sales plan for the month. Translating the annual sales plan into **quarterly, monthly, weekly and daily** operational plans and developing sales targets (**volume and value wise**) for each sub-category of products for distributors-wise. **New Product launches:** Positioning new product line/brand/SKU in the assigned sales zone/markets by direct interaction with key retailers and through SO's. Ensuring revenue from sales of new products as per **AOP** targets. **Collections:** Ensuring timely clearance of outstanding payments from distributors. **Market working plan adherence:** Ensuring adherence to market working plan for the team. **Distributor expands:** Driving incremental revenue from distribution expansion.

• **Sales Support**→ Performing **ad-hoc analysis**. Supporting the involved stakeholders in the planning, execution and follow-up of strategic projects **SFA (Sales Force Automation)**, and **DMS (Distributor Software)**, **Distributors ROI (return on Investment)**. Supporting channel/town class analysis (performance, profitability, etc.). Supporting and monitoring of sales incentives for the field force. Managing debtors. Working with the team to correct market working discipline, daily targets vs achievement tracking.

• **Development and implementation of channel strategies**→Developing and recommending guidelines on trade schemes and promotional activities. Analyzing competitors activities and performance of channel/product/range. Participating in the weekly meetings with the sales team and presenting the reports on performance analysis. Adherence to the correct in-store positioning of the products in the channel of reference, **developing and tracking appropriate KPIs**.

• **People Orientation--Effective leadership:** Defining daily tasks (**Targets, Focusing on NPD products**) for each **C&F, Distributors, ASM, SO's**. **Market expansion:** **Motivating & leading ASM, SO's for establishing coverage, distribution and display objectives** to meet Sales targets. **Targets:** Cascading targets for the team & providing necessary support such as **product knowledge, coaching, feedback, training & development to achieve targets** for the organization. **Ensuring 100% of team members achieved their assigned targets**. **Training:** Providing inputs on training needs for the team. **Recruitment:** Recruiting and developing team members. Supporting HR in the creation of a talent pipeline & ensuring business continuity in case of attrition. **Evaluation:** Evaluating SO's.

• **Report / Analysis**→Managing and monitoring the main performance of **KPIs (Value, distribution, efficiencies, debtors etc.)**. Defining targets with regards to the **KPIs** monitored. Participating in the **manpower planning** (manpower dimensioning) phase. Responsible for developing the team through **motivation, counseling, skills development and product knowledge development**. Established the process of monitoring the performance of individuals and teams by proper reporting and communications mechanisms involving sales reports, **Journey Cycle Planning, cyclical sales meetings etc. and individual growth plans**. Recognizing and celebrating team and team member accomplishments. **Regional Budgets (contract, spend Mgmt)** - Ensuring the **RTC** implementation at the retail outlets in the territory / state. Maintaining the organization **standard wrt. Quality, distribution, visibility, promotion, price and persuasion** at the outlet. Aligning the team for the execution of the marketing plans in the territory as per the guidelines. Guiding the marketing team while working within company **policies, resources and budgets**. Setting clear objectives for the team in terms of **width and dept. of distribution** in the retail universe by ensuring the availability of relevant SKUs and variants of the respective brands in the territory. I am responsible for the **top line & net contribution earning (NCE)**. I am responsible to **articulate the strategic planning** for sales across **the Northern region** with clear indications on **market segments, product portfolio, pricing strategy and investments in terms of people and infrastructure**. Responsible for **customer research, market research, and competitor data and we are applying this information to increase market share**. Also responsible for maintaining **healthy ROI for customer relationships in terms of business promotion & execution** results delivery of all **BTL activities** and managing and hiring process and sharing KRA's with the team members and guiding them to the overall objectives.

• **Internal Business Process--Outlet mapping:** Leveraging the ASM, SO's to build & periodically refresh the universe of **Plywood Outlets, Hardware Outlets, Hardware & Paints Outlets, Paints Outlets**, in the assigned territories. **Coverage improvement:** Based on market visits, highlighting the gaps in market & developing an action plan with ASM, SO's. **Retailer engagement:** Conducting Retailer visits to observe & improve **product visibility, availability of NPD, brand investments & merchandising**. **Orders and credit management:** Receiving distributor orders, checking credit limit & ensuring order details are shared with the billing team. **Competitive analysis:** Analyzing competitor initiatives & preparing action plans to counter competition. **Competitor schemes:** Being up-to-date with the latest competitor trade scheme & giving scheme recommendations to augment sales, communicating trade promotion schemes to **ASM, SO's and Distributors**. **Scheme Success:** Maximizing enrollment into trade schemes. **Journey plan:** Compiling market working reports from ASM, SO's and sharing them with the admin team. Promoting range selling within the given territories by leveraging my team for profitable growth volume. Implementing trade promotions by publishing, tracking & evaluating trade spending. Planning & executing promotions at state level for all brands. **Evaluation:** Evaluating ASM, SO's performance and creating a customized action plan for each SO's. **Mentorship and supervision:** Mentoring, supervising and coaching, the work of a company. **MIS reports:** Preparing MIS reports for target vs actual sales. **Channel partner engagement:** Driving distributors/ retailer's engagement & scaling up efforts to increase the number of participating distributors/ retailer's. Building capabilities of ASM, SO's, Distributor, & Promoter's sales people & ensuring process compliance. Providing sharp, timely guidance & feedback to the Sales team for effective decisions. Ensuring ASM, SO's adherence to **SFA process through-PJP, Visibility, Availability, Share of shelf, Spot promotion, and Promoter management**. Coaching and mentoring the team to enhance ASM, SO's skills. Stronger engagement with ASM, SO's/KAM's. Enhancing the capability of the sales team towards Effectiveness through **Automation & data analysis** to make it a **competitive advantage**. Establishes sales objectives by creating a sales plan and stretch targets for territories in support of regional volume and market share objectives.