



**VARUN MITTAL**

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Result-oriented professional, targeting senior level assignments with an organization of high repute, preferably in Dealer Network Development, Supply Chain, Business Planning, Sales Management, Negotiation Skills, Relationship Management, Credit Control, Channel Financing, Office Operations, After Sales Service Management, Client Engagement.

**Location Preference:** Delhi/NCR

**PROFILE SUMMARY**

- Goal-oriented professional, offering more than **11 years** of experience in Sales & Marketing
- Managed **overall profitability of operations and strategic utilization & deployment** of available resources to achieve organizational objectives; **team-based management** style coupled with the zeal to drive visions into reality
- Managed all aspects of product sales including **product enhancements, competitive analysis, market forecast and product positioning**
- Evolved **marketing and distribution strategies** that drove expansion of business to highly competitive markets across areas
- Achieved **targets of revenue and quantity for each product as per the business share and enhanced distributor's sale** as well **company's profitability** through market expansion
- An effective communicator with excellent team leadership skills and strong analytical, problem-solving & organizational capabilities

**CORE COMPETENCIES**

Strategic Market Planning	Competitive Analysis	Customer Relationship Management
Channel Sales Strategies	Market Study & Coverage	Key Account Management
Payment Reconciliation	Sales Distribution Management	Business Development
Product Development	Channel Partner Management	Profit Centre Head

**ORGANISATIONAL EXPERIENCE**

**Sept'19 - till now: Ashlar Education Consultants Pvt. Ltd, Noida**

**Designation: Area Sales Manager**

**Key Result Areas:**

- Identify opportunities for network expansion in the market like addition of new dealers, value upgradation of existing dealers
- Oversee effective money circulation with dealers to ensure timely collections and ensure no outstanding dues
- Lead a network of dealers for sales, building relationships with them and generating business leads to drive their growth.
- Identify and report on key performance indicators, and opportunities for improvement on a regular basis.
- Developing new locations by travelling inter and intra city to attend client meetings and implement business development strategies.
- Drive development of new products and manage growth across category verticals, channel verticals and demographic verticals.
- Responsible for communication & correspondence with Regional Managers and Vertical Heads (DGM & NSM) on Price, Schemes & Product Management.
- An effective communicator with good inter-personal, presentation and negotiation
- Supervising warehouse while ensuring indents, proper claim management & resolving compliance issue
- Formulating strategies & reaching out to the unexplored market segments/customer groups for business expansion

- Responsible for planning and execution of the product throughout its entire life cycle
- Appointment of new channel partners in untapped market and revival of non-active dealers
- Leading market development activities & devising the market strategy for potential product groups for penetration of unexplored market segments
- Analyze problems by using past sales experience and good judgment; work with other functions or team members to develop solutions to resolve problems
- Explore opportunities for gaining market share by analyzing data and trends to ensure sustainable sale potential

**Sept'18 - April 19: Orient Blackswan Pvt. Ltd, Noida**

**Designation: Area Sales Manager**

**Key Result Areas:**

- Achieve sales targets directly through distributors and long arm run sales
- Maintaining business relationship with trade partners to ensure continuous business growth
- Ensure timely collection of payments from distributors/direct dealers
- Formulating strategies & reaching out to the unexplored market segments/customer groups for business expansion
- Implementing corporate guidelines at dealerships to maximize sales & accomplish revenue and collection targets
- Continuous follow ups and keeping a touch base to bring out new opportunities within the existing clients
- Provide market information and other activities on competitors (schemes, offerings) and product (quality) to marketing team on regular basis
- Specifying market requirements with justification for current and future products / services by internal & external market information
- Managing contract renewals and compliance related activities
- Managing all official communication channels with clients
- Preparation of Annual sales volume & targets for different sales channels
- Coordinate with product development team for technical evaluation of competition product
- Evaluate performance of existing distributor, dealer, retail trade partners on monthly basis
- Ensure monthly account reconciliation and settlement of Distributor/Direct Dealers

**Oct'16 - Aug'18: Vishv Books P. Ltd, Ghaziabad**

**Designation: Territory Sales Manager**

**Key Result areas:**

- Set sales team objectives and priorities in alignment with company objectives and priorities
- Managed high profile critical customers and met their requirements
- Communicated professionally with customers on new products & service offerings
- Connected with clients and merchants to improve and develop business relationships, in-addition to maintaining constant follow-up on their feedback
- Led senior level negotiations, optimized contractual opportunities which resulted in long-term supply arrangements
- Monitor & ensuring secondary sales
- Ensuring all the weekly sales report from all the Sales person are collated and submitted on a regular basis to reporting manager
- Formulating Strategies according to the competitors working in the assigned territory to achieve the sales target & building brand of the company
- Maintains accurate records of all pricing, sales, and activity reports submitted by Sales Team members
- Work with various support teams (accounts, distribution, marketing, external vendors) to manage operational issues such as orders fulfillment, external partner relationships, accounts settlement, debtors & creditors management & other compliances
- Created product differentiation for the assigned products and spearheaded their positioning for the various target segments.

**Oct'08 - Sept'16: Ratna Sagar P Ltd**  
**Designation: Senior Business Executive**

**Key Result Areas:**

- Find out prospects & potential customer for achieving unit sales targets in the assigned territory
- Maintaining good customer relations by effective after sales coordination
- Achieving Annual Sales targets according to the products available with the company
- Managing sales & marketing operations; implementing promotional activities, promoting company products through innovating marketing and persuasion
- Collecting Cash from the Dealers & Distributors at the year ending sales
- Developing marketing strategies, studying the elements in a sales promotion plan considering Dealers preference to drive business volumes through Channel Sales
- Increase the visibility of products in the market
- Open new retail counters for better market reach
- Involved in arranging the workshops in the respective territories this builds the relationship of authors & teachers – Branding& Product Promotion of the Company

**ACADEMIC DETAILS**

- MBA (2006 - 2008): Uttar Pradesh Technical University, Lucknow (U P)
- B.Com (2002 - 2005): Kurukshetra University, Kurukshetra (Haryana)
- 12<sup>th</sup> Standard (2002): CBSE Board
- 10<sup>th</sup> Standard (2000): CBSE Board

**IT SKILLS**

- MS Office – 2007 & 2010 (MS Word, MS Excel, MS PowerPoint)
- Knowledge of Operating Systems like Windows 7 & More

**PERSONAL DETAILS**

**Date of Birth:** 27<sup>th</sup> December 1984

**Languages Known:** English & Hindi

**Employment Status:** Full Time

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