



# Parmeshwer Singh

ZONAL SALES MANAGER

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## Profile

Experienced and self-motivated Sales Manager with 30 years of FMCG industry experience overseeing sales figures and new account developments. Bringing forth a proven track record of working collaboratively with sales teams to achieve goals, increase revenue gains and advance the sales cycle of the company. A strong leader with the ability to increase sales and develop strategies to retain customers.

## Employment History

Zonal Sales Manager, Aacharan Enterprises Pvt.Ltd( Miraj), Punjab, Himachal, Chd and J & K

September 2019 — May 2020

- Helped to launch and establish sales channel to achieve and increase sales revenue over the course of 1 year.
- Established sales goals by forecasting annual sales quotas and projecting expected sales volume for existing and new products.
- Effectively monitored competition and appropriately adjusted costs based on supply and demand.
- Managed sales employees and counseled employees based on their professional growth and productivity.

Regional Sales Manager, SSG Pharma Pvt.Ltd ( Satmola ), Punjab, Chd and Himachal

March 2017 — August 2019

- Successfully managed a sales team of 10+ people to meet and achieve sales goals.
- Developed and implemented sales plans to expand customer base and increase customer retention.
- Presented sales, revenue, and expenses reports to management teams.
- Researched competition and developed strategies to stand out as a company against competitors.
- Monitored the performance of sales team members and worked to increase team morale and motivation.

Regional Sales Manager, Royal Import & Export Pvt Ltd ( HeartBeat ), Punjab, Chd, Himachal and J & K

July 2014 — August 2015

- Established new distribution channel for new division
- Provided excellent customer service at all times.
- Checked prices and promotional rates for customers.
- Answered customer questions and concerns to the best of my ability.
- Helped to increase customer retention by striving to create wonderful customer experiences.
- Worked with the mission of the company in mind and served as a dedicated and enthusiastic part of the sales team.

## Details

2860-Gurbax Nagar  
inside Nawankot, Amritsar,  
143001, India

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[parmeshwer@gmail.com](mailto:parmeshwer@gmail.com)

Nationality

Indian

Date / Place of birth

13-06-1966

Amritsar

## Skills

Project Management Skills



Business Development

Strategies



Industry Knowledge



Interpersonal

Communication Skills



Innovative Problem Solving



## Hobbies

Music and Stock market ( Technical Analysis )

## Languages

Hindi



English



Punjabi



## Marketing Head, Fun Snacks Pvt.Ltd ( FunFlips ), Punjab, Himachal, Haryana,Chd and J & K

*May 2001 — May 2012*

- Helped to launch and establish brand & sales channel for achieve increase in sales revenue over the course of 11 year.
- Established sales goals by forecasting annual sales quotas and projecting expected sales volume for existing and new products.
- Effectively monitored competition and appropriately adjusted costs based on supply and demand.
- Managed sales employees and counseled employees based on their professional growth and productivity.

## Area Sales Manager, Bakeman's Industries Ltd ( Bakeman's ), Punjab, Himachal, J& K, Chd & Haryana

*September 1987 — August 2000*

- Helped to re-establish distributor and sales channel for increase in sales revenue over the course of 13 years.
- Established sales goals by forecasting annual sales quotas and projecting expected sales volume for existing and new products.
- Effectively monitored competition and appropriately adjusted costs based on supply and demand.
- Managed sales employees and counseled employees based on their professional growth and productivity.

## **Education**

Bachelor of Arts, DAV College, Amritsar, Amritsar

## **Extra-curricular activities**

KBC-Quiz Show, Sony Entertainment Television, Amritsar and Mumbai

*July 2019 — August 2019*

I participated in KBC ( a TV reality show ) in 2019 and was selected for Fastest Finger First round in season-11( episode No.6,7,8 & 9 ).