

HASAN AEHMAD

Sales Team Leader

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Neemuch MP ☆ DOB - 09/03/1999



5YRS. OF LARGE CROSS FUNCTIONAL MANAGERIAL LEADERSHIP, SUCCESSION SALES TEAM MANAGEMENT, FMCG, B2B SALES & DISTRIBUTION, RURAL SALES DEVELOPMENT, DEALER APPOINTMENT, BUSINESS DEVELOPMENT, RECRUITMENT & TRAINING. RICH EXPERIENCE IN DISTRIBUTION NETWORKING AND MANAGEMENT, BUSINESS MODELLING, STRATEGY PLANNING, BRAND BUILDING, NETWORKING, BUSINESS EXCELLENCE, OPERATIONS & BUILDING PEOPLE CAPABILITY, GO TO MARKET, END USER CONNECT. ACHIEVED TOP LINE TARGETS (VOLUME AND REVENUE) WITH EYE ON PROFITS; NEGOTIATED TERMS OF BUSINESS WITH CHANNEL PARTNERS COVERING MARGINS, STOCK KEEPING UNIT (SKU) RANGE, PRODUCT DISPLAY, IN STORE BRAND VISIBILITY AND PAYMENT TERMS MANAGING DISTRIBUTION RETURN ON INVESTMENT (ROI) BY RATIONALIZING INVESTMENTS, BUDGETARY CONTROL AND DRIVING EFFICIENCY OF COSTS LEADING TO CONSISTENTLY GROWING BUSINESS .

Sales Professional with a demonstrated history of working in FMCG industry for 5 yrs+. Experienced in fast moving consumer Goods (FMCG) Ecom, & General Trade business. Strong corporate strategy skills Professional Graduated From Vikram University Ujjain.

EXPERIENCE

Sales Team Leader 03/2023
Hindustan Coca-Cola Beverages Chittorghar Nimbahera Pratapghar Rajasthan

A Total Beverage company with products sold in more than 200 countries and territories.

- Managing 3 Distributors with sales volume of 1.5 Cr.
- Leading a team of 12 people (3 Distributor)
- Responsible for the Primary and secondary sale in the territory.
- Develop and maintain the sales and marketing business plan.
- Design and monitor individual and team sales objectives on monthly, quarterly and annual basis.
- Regularly conduct retail outlet audits to study market share movements and track market share.
- Concentrate on strong tracks for volume growth & weak tracks to build brand image & generate growth.
- Work with the team to correct market working discipline, daily targets vs achievement tracking.
- Responsible for developing the team through motivation, counselling, skills development and product knowledge Development.
- Ensuring product availability at all relevant channels.
- Management of the Distributor point in terms of compliance, Efficiency, track of delivery From Distributor To Consumer.
- Overall accountable for all operational programs in the assigned area.

STRENGTHS

Professional Attitude, Quick Learner, Team Spirit & Can Quickly

SKILLS

- Decision Making · Team Building ·
- Confidence And Creativity ·
- Problem Solving · Self Motivated ·
- Sales Planning · Leadership

LANGUAGES

Hindi Native

English Intermediator

EXPERIENCE

Assistant Manager Team Lead

06/2022 - 03/2023

[Reliance Jiomart](#)

Neemuch MP Entire
Interior and Rural

An Indian retail company and a subsidiary of Reliance Industries.

- Handling On roll team 25 CSO Managing B2B , E Commerce & 2200 Merchant Retail Trade outlets Direct Supply from the company Business Plan & execute key marketing aligned activations for the specified geography. Customer in line with set company objective. Align with Field marketing team on Sales drives, Event sales and activations across channels. Ensuring the successful distribution of NPD's/EPD's.
- Providing inputs and support on conception & development of innovative marketing program that drive sell out
- Analyzing the Sales, ECO, Bill Cuts & to take corrective action to improve the sales efficiency.
- Making joint calls with sales team, if required during the initial months
- Maintain relationship with to accounts across channels like Perfect Store, Contracted accounts and Wholesale to help drive business objectives. Building a strong distribution network for achieving greater market reach and penetration
- Calculating sales forecasts for newly launched products; defining the financial budget and targets for new sales projects
- Coverage, Availability, Visibility, Purity of racks, stocking Norms, Opportunity conversion. Respond to dynamic changes to changing demand off take thru changes in servicing. Plan & execute key marketing aligned activations for the specified geography.
- Responsibility for Inventory management, Warehouse hygiene, Automation, reporting any development at the end related to the category.
- Recruitment, Training & Development of frontline field force in his area. Driving Volume and Growth in the given Territory.

Capability Leader

08/2019 - 01/2022

[Hindustan Unilever LTD](#)

Barwani MP Mandsaur
MP Ratmal Rural MP

Hindustan Unilever Limited is India's largest Fast Moving Consumer Goods (FMCG) Company with a 90-year heritage in the country.

- Delivering primary and secondary sales target through team of Distributor in His Territory. Delivering process as per time line
- Developing RSP to deliver Better Result. Communication of Company policy to customer.
- Tracking competition Activities and Reporting.
- Managing Trade Relation and Market With RSP
- Manage To Get infrastructure from RSs to deliver Result.
- Achieving Sales Target and through Personal selling (visiting Market) and Driving RS System.
- Analyze How to improve The competitive position in the Market through improve Customer Service .
- Negotiate with his RS and develop his people on managing customer To Obtain more Business.
- Monitor systematically the Performance of RS and RSs Team And Take Corrective action
- Within Budget limit For Brand activities organize promotion activities in consultation with the superior.

Executive Sales

03/2018 - 07/2019

[Reliance Jio Infocomm Limited](#)

Neemuch MP

An Indian telecommunications company and a subsidiary of Jio Platforms, headquartered in Navi Mumbai, Maharashtra, India. It operates a national LTE network with coverage across all 22 telecom circles.

- Maintain A Healthy Relation With Key Retail Outlets And motivate them to Taking best counter share
- To insure That The Availability of Product in market Through Timely Primary And Secondary

EDUCATION

MBA - Marketing and Finance

07/2020 - Present

[Vikram University](#)

BBA - Marketing management

07/2017 - 09/2020

[Vikram University](#)

EDUCATION

Senior Secondary 12th MP Board Bhopal	06/2017
Secondary Education 10th National Institute Of Open Schooling	12/2014