

Hasmukh Trivedi

Area Sales Manager

Mo:7738868555 / 7756838555

hasmukh.trivedi55@gmail.com

Personal Summary:

A very experienced and effective sales manager who has long track record of increasing profitability and consistently raising the effectiveness of sales representative. Has Mukh has above average interpersonal skills and have good enthusiasm, energy, and the ability to work in field with executives. As leadership always inserts a great deal of personal attention and involvement into the execution of company sales, Merchandising, operational programs and influencer events.

Now Looking for a suitable managerial position with firm that is looking for applicants who have the desire to make a real and measurable difference.

Executive Prologue:

- Result-driven professional with more than **13 years** of experience in Sales & Marketing, Business Development, Project & Channel Sales with reputed organizations.
- A keen planner, strategist and implementer with deftness in devising and implementing strategies, aimed at ensuring successful management of sales promotions, addition of new dealers in the assign area.
- Resourceful in handling business process reengineering initiatives involving study of existing processes, identifying gaps and implementing required measures for improving the functioning of processes.
- Track record of attaining consistent monthly, quarterly and yearly growth both in terms of sales and revenues, as well as developing new clients, thereby expanding the customer base.

Competency Purview:

Business Development-Retail & Projects

- Identifying and developing new streams for long-term revenue growth and maintaining relationships with contractors, builders and Retailer to achieve repeat / referral business.
- Utilizing public information and personal network for developing marketing intelligence to generate leads.
- Tapping new markets and coordinating with channel partners to penetrate these segments to expand business & generate income.

Sales & Marketing

- Driving sales strategies for attainment of periodical targets with a view to optimize revenue from primary as well as secondary sales.
- Monitoring and keeping collections under control, with timely recovery of outstanding.
- Conducting competitor / market analysis by keeping abreast of market trends, competitor moves to achieve market share metrics with team.

Channel Management

- Identifying and networking with financially strong and reliable channel partners, resulting in deeper market penetration and reach.
- Setting sales targets for the channel partners and supporting them in achieving the same.
- Assessing credit worthiness of the channel partners before giving them products on credit.
- Monitoring and following up with them for the timely recovery of payments.

Product Management/ Branding

- Conducting and organizing sales promotional activities as a part of brand building and market development effort by mapping the target customers/ audience.
- Building brand focus in conjunction with operational requirements and ensuring maximum brand visibility and capturing optimum market shares.
- Handling product development and new product launches to widen the product portfolio and generate exceptional sales volumes.

Team Management & Development

- Recruiting team members, grooming them and monitoring their performance to ensure efficiency in operations and meeting of individual & group targets.
- Identifying and implementing strategies for building team effectiveness by promoting a spirit of cooperation.

Experience Scan:



Area Sales Manager (Oct-2016 Onwards..)- MUMBAI & PUNE

Career Path:

- Build the market from key competition applicators in entire Mumbai & Pune.
- Market establishment from zero to 2.5 Cr annually.
- Strategic planning for monthly, quarterly and annual sales target as well as new business.
- Brand creation to get business flow via wholesaler and retailer in Mumbai & Pune .
- Building awareness through event like influencer meet at hotel and shop meet for meson at counters.
- Constantly services the A grade contractors and complete order cycle and C-From Collection of stockist.
- Proven Track record to leading and building success and motivated team.
- Scan the business of projects by lifting value/volume and maintain relation for upcoming potential
- Market campaign to establish new products and feedback to insure quality of products.
- Interview and recruit executive team for handling 6 people in Mumbai & Pune.
- Responsible for Value /Volume – Target ,Budgets and Expansion of network strength.



(Applicator Sales & Service in charge - Mumbai) [Feb-2014 to Oct-2016]

Career Path:

- Create market from key competition applicators in entire Mumbai.
- Find new builder and contractors to generate business also supporting them to revenue growth.
- Meeting architects/contractors/engineer/Govt project (industries) with excellent service to retain good relation through sampling/technical solution/demonstrate application/tanning at site and train their meson/painter to create awareness.

- Build awareness through event like influencer meet at hotel and shop meet for meson at counters.
- Business audit to map the applicator for technical visit, include warranty for project.
- Frequent follow up to services the big contractor and complete cycle till order, as well as retail and stockist.
- Market campaign to establish new products and feedback to insure quality of products.
- Attain complaints in use of applications of products and insure the recommend process.
- Successful Implementation of Loyalty Program(TOP Applicator) / Incentive Schemes – Premium applicators According to their customer satisfaction level.



(Territory Sales Executive) [May-13 to Feb-14]

Career Path:

- Create market of new products Building Product in retail and projects with key distributors in Palghar-Boiser Area.
- Appoint new stockist to enhance penetration and expand business also supporting them to generate revenue.
- Meeting architects/contractors/engineer/Govt project (industries) with excellent service to retain good relation through sampling/technical solution/demonstrate application with training at site and educate their mesons/painters to create awareness and build trust.
- Establish awareness through event like influencer meet at hotel and shop meet for meson at counters.
- Retail audit to map the business with team of two executive.
- Constant follow up to contractor and complete cycle till payment collection and balance conformation as well as retail and stockist.
- Distribute responsibilities to the team and insure the outcome the volume/value target within the territory.
- Capture the business of retail and projects by lifting value/volume and maintain relation for upcoming potential & achieved target of 3 cr.
- Market campaign to establish new products and feedback to insure quality of products.
- Attain complaints in use of applications of products and insure the recommend process.
- Responsible for Value /Volume – Budgets , Expansion of network strength.
- Establishing long term relation with the KA's adding new accounts with business potential and capitalizing on the relationship.
- Successful Implementation of Loyalty Program / Incentive Schemes – Premium applicators.
- Ensuring the availability / visibility of the product's at Retail outlets in the market .



[June 2008 to May-13]

Career Path:

(Territory sales officer) -- Channel Sale[aug-11 to apr-13]

- Conducting retail audit to assess market potential, estimation of sale of competitor's products with a view to adopt suitable strategies for sale.

- Collecting information regarding opportunities for sale such as construction activity from retailer's customer.
- Payment collection from dealers and ensuring that there are no overdue payments.
- Made relation to pitch products according to his business driven and help him to achieved target through shop meets, contractor meets etc.
- Opened the 4 new dealers in the territory after assessing his standing.
- Completing Demand Generation Planner regularly.
- Achieved annual value target of 5.5Cr.

(Project sales officer) - Project sales [jun-08 to aug-11](asian Paints)

- Meeting architects, building contractors, dealers, institutional representatives, interior decorators, corporate etc. by explaining product properties, and demonstrate application with marketing tools,
- Explaining promotional schemes of a products, collecting information about competitor's sales and promotional schemes.
- Attending to customer complaints in use of the products, suggesting the remedial measures.
- Market campaign for painting contractor and dealer to establish new product and presentation to architects and builder.
- Measure the business of contractor level and map the products lifting by good relation and retain them.
- Handling a team of 3 Direct Sales Executive. Responsible for their training & grooming, setting targets and ensuring business generation and achieving targets in their territory.
- Achieved value target of **3.45 cr and awarded National winner** in project sales.



Stars ki pasand

Mayur suiting ltd [November- 07 to may-08]

Career Path:

(Marketing Executive) **RSWM Limited**

- Reporting to Z.M. and working through distribution network in Domestic Market.
- Visit all the Dealers and their Sub dealers and retailers to enhance their Business as well as my company.
- Create the relationship with dealer and wholesalers to enhance output of the company and getting feedback for current and new product constantly.
- Opening new dealer counters and retail counter as well as keeping data of fabric competitors.

Strengths:

- Always ready to take up new challenges and prove my worth to be.
- Ability to plan, organizes, accept responsibility and work as a team member.
- Maintain a Healthy and good atmosphere with Customer and colleagues.
- Self Discipline and motivated and Strong communication, interpersonal skills, learning Attitude and Confidence.

Academic particulars:

PGDBM (MBA)	Poona Business School (Pune) (M.H.)	2007
B.Ed	Jiwaji Rao University (M.P)	2003

B.Sc.	Barkattullah University. Bhopal (MP.)	2002.
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Computer skill:

- Diploma in MS Office, Internet Proficiency, c, c++, Photoshop, Html from NIIT.

Project undertaken (academic)

- Market research for Mayur Suiting(LNJ Group)
 - Retailer's feedback in Udaipur Zone (Rajasthan)
 - Analysis of enhancing the fabric sales.
- Enhance sale of particular product by wholesale counter and open new dealer counter in western Mumbai.

Internship

I have been to **CHINA** for "SSI EXPORTS LTD" in Guangzhou (Zhejiang) China. Service to worldwide wholesalers and getting the order and shipping goods to their country

Accomplishment

- **National winner in asianpaints for project sales in 2011.**
- Member of executive council and leader of Corporate Social Responsibility and conducted Blood Donation camp in college-Pune as CSR Chairman..
- Participated in State Level in table tennis.
- Got Second position for presentation of "Insurance".
- Participated 5 days conference in delhi for achieved target, and got two silver medal with certification in LIC OF INDIA.
- Taught in Govt School for 2 years (Science/math).
- Organize workshop for TY Students for Interview skill and Self defence for Girls at native.

Personal Detail:

Permanent Address : Vill. & Post. Raiyana, Teh.Grahi./Banswara(Rajasthan)
Present add : F204, Geeta Surbhi CHS, Geeta Nagar, Near Fly Over bridge, Mira Road(E)
Mumbai-401107
Language known : English, Gujarati, Hindi and Rajasthani.
Date of Birth : 1-Nov-1980

Reference

Mr. Rafi ahemad (Zonal Head-Marketing) Raymonds ltd 9820136985
Mr. Francis Roudrics (A.V.P).HDFC Life 9819123835
Mr. Kunal adhvaryu (Asian paints)-9819882725
Mr. Arindam Mallick(Head Projects-Pidilite industries) - 9987977712