

Jay Prakash

Business Development

Contact

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Education

(May 2019)
Bachelor Of Science,
C S JM UNIVERSITY
– Kanpur, IND

Certificate

Digital Marketing Course By
Google
Master Diploma In Computer
CCC From **NIELIT**

key skills

Microsoft World



Hindi and English



Fast Learner

Decisions maker

Problem solving



Team leadership

Awards

(Jan 2020)
AWARD TITLE / Brand

Profile

I have 4+ years of experience preparing flawless presentations, sales, Business development, reports, and maintaining the utmost confidentiality. Looking to leverage my knowledge and experience into a role as Business Development.

professional experience

(Jul 2019 – Continue*)

DSR

Asian Paints Ltd. – Kanpur, IND.

- Channel Sales/B2B Sales/Retail sales
- Coordination with dealers & contractors for billing & usage of APL products
- Contractors/painters Registration and activation (Including external agencies)
- Handling Primary & Secondary sales
- Implement Brand promotional (BTL) activities & schemes initiated by Corporate Marketing team
- Business development through effective channel (Dealers) management
- channel expansion like New Dealer/Counters Appointment
- Customer sites visit and technical inspections as need also handling Dealer complain
- Track & Review performance of new products/scheme
- Market Execution & Business Development
- Planning & Execute the sales plan
- Site Sampling & Implementation of new products , Business Development Relationship management with contractors/painters
- Planning of shop meets & product meets along with supervisor with product presentations.
- Support Sales of APL products and help convert customer sites for Contractors.
- Community engagement programs by planning events & activations.
- Audit report of the trials to be shared with the respective teams.