

PRATIK DINKAR ZAMBRE

A multi-faceted professional, accustomed with proven skills; targeting **Entry level opportunities in Sales** with an organization of high repute

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Profile Summary

- Result-Oriented Professional, offering nearly 0.5 years of experience & commendable success in spearheading Sales & Marketing Operations with strong domain knowledge in **Channel Sales, Key Account Management & Team Management**
- **Skills in driving large scale revenue & profit gains** and bagging breakthrough orders; expertise in **developing relations with distributors** by identifying the strength of each partner, planning monthly primary & secondary numbers and coordinating with them for effective business development
- Skilled in **identifying & establishing strategic alliances / tie-ups** with suitable business partners, resulting in **deeper market penetration to achieve profitability**
- **Experience in building & maintaining healthy business relations** with corporate clients, ensuring high customer satisfaction matrices by achieving delivery and service quality norms
- **Successfully led the expansion of distribution network, accomplished steady increase in sales year-after-year** and developed relationships with the distribution networks to explore and develop new opportunities
- **Enhanced the organizational reach & market share / profitability** through the application of robust strategies and excellent client relationship management skills
- Developed **strong market knowledge of existing & potential clients** and ensured business growth opportunities aligned to company's strategic plans
- Capabilities in all aspects of key account management including **customer segmentation, product positioning & sales cycle management**; offering extensive support with key focus on customer retention/satisfaction for continued business opportunities
- Successfully achieved monthly/quarterly/annual sales collection target & monitored payment collection on or before due date
- Possess **excellent analytical, presentation, interpersonal and organizational skills** with capabilities in team management

Core Competencies

Sales & Marketing
Key Account Management
Revenue Generation
Distributors & Dealers Management
Market & Competitive Analysis
Product Promotions & Launches
Budgeting & Forecasting
Inventory Management
Market Share Expansion
Territory Growth Management
Client Relationship Management
Team Building & Leadership

Education

- **MBA (Marketing & Finance)** from Institute of Management and Entrepreneurship Development, Pune in 2019
- **BE (Mechanical Engineering)** from G H Raison College of Engineering & Management, Pune in 2016
- **Diploma (Mechanical Engineering)** from Government Polytechnic, Nagpur in 2013

Certification

- MSCIT certification

Employment Details

Sept'19-Till Now: Asian Paints Ltd.

Growth Path:

Sept'19- Present as Sr. Sales Officer

Key Result Area:

- **Actively developing** tertiary, secondary & primary **sales & marketing strategies** by identifying opportunity areas in close coordination with Sales & Product Strategy Teams
- **Driving the successful creation of new distribution channels** by appointing new dealers; **leading a team of 4** the assigned territory
- **Steering business planning and performance management of distributors** including development and execution of

joint sales plans

- Forecasting material demand in the market to ensure availability of stock as per market demand; liaising with other verticals like Focus Product, Project Sales, Services, and Service to Customers
- **Identifying financially strong & reliable distributors**, monitoring distributors performance and resolving issues for primary & secondary sales, resulting in deeper market penetration & reach
- **Planning & implementing marketing activities** including brand promotions such as displays, exhibitions
- Driving Key Account Business involving **sales forecast, planning of process, monitoring all products**; motivating sales team to achieve primary /secondary sales targets
- **Identifying areas for growth and creating product-line roadmaps** to help drive adoption of the product, conducting research on customer feedback, in-depth analysis of key performance indicators, and capturing metrics of the product
- Designing **distribution strategy** to achieve segment-wise targeted sales volumes and state & city-wise market shares; **managing product distribution**; optimizing channel functions & flows, direct & indirect channel partner's counter-wise targets
- Using outlet insights to revamp visibility platforms and deploy category management strategies to **increase in market share, sales, footfall/ traffic, gross margin, ROI, and customer satisfaction**
- **Developing effective working relationships with distributors/agencies** through regular meetings; managing effective money circulation with dealers to ensure timely collections and no outstanding dues
- **Budgeting and spearheading commercial planning**, team building, administration, capital sourcing (Marketing investment planning), systems establishment and sales process
- **Analyzing industry trends on an ongoing basis & prices** in the market conceptualizing and proposing specific interventions like promotional schemes targeted at specific segments / geographies
- Designing solutions for **key operational & client issues that impact revenue and gross profit**; liaising with clients and partners to **build relationships and increasing business longevity & revenues**

Highlights:

Sr. Sales Officer

- Pioneered in business development & brand awareness for the assigned territory of West Maharashtra
- Conducted meetings with the key stakeholders in various construction and structural designing firms to spread awareness about Ess Ess and Royale brands of the company
- Studied & scanned market of potential Bath/Sanitaryware Dealers in the assigned territory to understand the buying trends of retail as well as institutional customers

Nov'18-Apr'19 :BDB India Private Limited., Location-Pune as Business Research Executive

Highlights:

- Planning & executing B2B research project to its completion including client meets, data analysis & report submission
- Preparing questionnaires & Meeting with customers to understand the scope of B2B research study & planning the progress for conducting a midway review of the research assignment
- Coordinating with team members to help them understand the scope of study, data gathering & successful completion of the research assignment
- Coordinating and managing fieldwork to take a first-hand understanding of the project and collecting useful data for the study
- Conducting in-depth interviews with the respondents & Conducting competitive analysis to identify key differentiators and making executable recommendations
- Analyzing and presenting quantitative and qualitative data in a simple way to provide strategic insight to the customer into the areas of business

Summer Internship

Organisation: GRIT Dhanbad

Duration: 2 Months

Project: Marketing Research and User Engagement.

Personal Details

Date of Birth: 13/06/1994

Languages Known: English, Hindi & Marathi.

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