

VIKAS KUMAR

Channel Sales Professional: Sales Manager

Achievement -oriented professional targeting managerial level assignments in Sales & Marketing with an organization of high repute, with an expertise on Team Handling, Distribution Management, Channel Sales, Business Development, Sales Promotion and Client Relationship Management.

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Core Competencies

Channel & Project Sales Strategies
Business Growth & Development
Revenue Growth
Dealer & Distributor Management
Go-To-Market Strategy
Partnership Strategy
Lead Generation
Key Account Management
Team Management

Profile Summary

- Offering over 11 years of enriched experience in Channel Sales & Marketing and Business Development.
- Recognized as the Best Sales Officer in 2011 & 2012 for achieving highest volume growth in North India region.
- Supervised a universe of 780 contractor base in Akzonobel in North Delhi area.
- Successfully contributing in revenue by INR 6.6 Cr at G&B.
- Strong business & commercial acumen with skills to drive new business through conceptualizing strategies, introducing & establishing new products in multiple markets & industries, articulating product value proposition Devised & implemented strategies, aimed at ensuring achievement of business development targets, addition of key accounts to the portfolio and new account acquisition.
- Proficiency in maximizing sales opportunities, proactively creating new opportunities and achieving sales targets; developing & maintaining relationships with industry partners and working with them on business growth opportunities which is beneficial to all parties.
- Directed the execution of the business development strategies including marketing plans, marketing pieces, events, and follow-up procedures which led to 4 new strategic accounts to expand market share.

Career Timeline

Bharti Airtel Ltd, Mumbai	AkzoNobel India Ltd, New Delhi	Krishna Office Furniture System, Chandigarh	Luminous Power Technologies, New Delhi	Godrej & Boyce Mfg. Co. Ltd, Chandigarh	Kent RO Systems Ltd, Punjab
Oct '08- Oct'10	Nov'10-March'15	Apr'15-March'17	Apr'17-Jun'18	Dec'18-Jan'20	Jan'20- Present

Education & Credentials

PGDBM (Marketing) from Indira School of Business Studies, Pune with 65% in

2008. B.Com. (H) from TilkaManjhi University, Bhagalpur with 64% in 2004

Other Course

Diploma in Computer Management from Aptech Computer Education, Munger.

Certification Programme

- Comprehensive Performance based Leadership Development Program by Mr. Rohit Singh of Stratecent Consultancy, PUNE in 2007
- Personality Development Program conducted by Dale Carnegie Training, PUNE 2006.

Current Organization

JAN'20- PRESENT WITH KENT RO SYSTEMS LTD, LUDHIANA AS SENIOR AREA SALES MANAGER (LUDHIANA, JALANDHAR)

Role:

- **Handling RO purifier division for Ludhiana and Jalandhar territory in retail network. Handling channel sales in given territory by taking care of entire sales cycle.**
 - **Handling direct dealer & distributors channel and to look after their sales track record. Handling 13 people team.**
 - **Build relations with the retailers store management and sales team in order to ensure appropriate business goals are achieved at store's level.**
 - **Appointing direct dealers and distributors (if required).**
 - **Monitoring hygiene in process, adherence to availability and visibility in market.**
 - **Preparing and assigning annual, quarterly, and monthly projections for target for myself and team.**
 - **Preparing periodic MIS and putting to reporting manager.**
 - **Undertaking other activities as assigned by HOD from time to time.**
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Previous Work Experience

DEC'18 – JAN'20 WITH GODREJ & BOYCE MFG.CO. LTD, CHANDIGARH AS SALES MANAGER (CHANDIGARH, JALANDHAR, AMRITSAR, J&K).

Role:

- **Handled 3 states (Chandigarh Tricity, Jalandhar, Amritsar& J&K) for Home safes product under B2C Division.**
 - **Managing beat plan of off role employee to have smooth market penetration.**
 - **Achieving 6.6 cr of business in the given territory.**
 - **Handling of 5 Distributors and 3 direct dealers in given territory.**
 - **Managing 135 retailer network present in territory.**
 - **2 ASM reporting and 5 Sales executive reporting directly.**
 - **Major focus in on secondary & tertiary of Home safes.**
 - **Creating awareness in the mind of end users the importance of having safes at their premises.**
 - **Demand generation activity through retailers to get more attraction of safe selling.**
 - **Different reward criteria for retailer so that they get to pitch more and more customers who walkins.**
 - **Training and reward programme for sales boy of retailer to boost more sale.**
 - **Mall and society activity in order to create more demand.**
 - **Corporate tie-ups to maintain long term business with them.**
 - **Better after sales service which results is customer satisfaction.**
 - **Architects, Contractors, Carpenters meet in given territory to get more business.**
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APR'17 TO JUN'18 WITH LUMINOUS POWER TECHNOLOGIES PVT. LTD., DELHI AS AREA SALES MANAGER (WEST DELHI)

Role:

- Administered 3 FSOs (Field Sales Officers).
 - Managed PJP of FSO to make proper beat route and smooth distribution of products and markets.
 - Managed FAN & Lighting segment (HEB) in West Delhi area.
Managed primary & secondary sales in mapped territory.
 - Supervised 4 distributors and fulfilled the requirement and helping them to achieve their targets.
 - Developed strong market knowledge of existing & potential clients and ensured business growth opportunities aligned to company's strategic plans.
 - Performed marketing activity related to demand generation and product awareness in the given territory.
 - Executed the task of product promotions via various channels and by meeting architects & conducting product benchmarking exercise for standardizing product operations and to meet international quality standards and benchmark.
 - Undertook business case assessment to enhance channel sales relations as well as assessed & evaluated new vendor products.
 - Educated & trained off role employees on products and ensured that the same is cascaded down to sales promoters and the dealer sales force.
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Apr'15 – Mar'17 with Krishna Office Furniture System, Chandigarh (HQ) as Senior Sales Executive

Highlights:

- Contributed in target setting and achievement of sales volumes (primary and secondary sales for Chandigarh, Himachal Pradesh, Mohali, Panchkula, Ambala), and cost objectives for the branch.
 - Managed 18 sub- dealers in 5 cities and fulfilled the requirement of channel partners/customers.
 - Coordinated with clients (Admin /Officers/ Builders/ Architects/ Entrepreneurs) and showed them products/services and then converted it into business sales.
 - Delivered 108% YOY growth and 100% sales target for FY 2016-17 within the assigned geographical zone.
 - Collaborated with existing corporate clients, channel partners, vendors for sales, queries, and other requirements.
 - Successfully visited to the project sites, factories, corporate and upcoming sites to generate and closing of leads.
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Nov'10 – Mar'15 with AKZONOBEL India Ltd. (Dulux Paints), North Delhi
Nov'10 – Sept'13: Sales Officer
Oct'13 – Mar'15: Market Development Officer

Highlights:

- Led a team of 8 off-role employees (CRO) and ensured work done by them on given time.
 - Overachieved annual sales goals of over INR 3.5 Crores while managing the channel marketing budget.
 - Managed a sell-out activities in entire North Delhi area.
 - Designed personalized schemes and managed various marketing activities which are required for better secondary in market.
 - Supervised a universe of 780 contractor base in North Delhi area and achieved primary sales target with the help of them.
 - Directed 27 direct dealers in North Delhi Area.
 - Successfully contributed in revenue by INR 4.7 Cr.
 - Augmented the net network by 30% and CSS counter by 35% in a span of 3 years.
 - Improved client servicing by maintaining proper record of Shade-Cards, Product, Contractor and Architect.
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Oct'08 – Jan'10 with Bharti Airtel Ltd., Mumbai as Sales & Marketing Officer

Highlights:

- Worked in IBS dept and acquired sites for network project installations. Successfully identified new streams for revenue growth.
- Worked with the team of 25 Executives & 20 Engineers and got the work done with the help of team and site owner within the promised time.

IT Skills

- Proficient in Windows (98, XP, Vista, 2007, 2008, 2010), MS Office (Word, PowerPoint, Excel), Adobe Photoshop, Acrobat Reader.

Personal Details

Date of Birth : 19th May 1983
Language Known : English & Hindi, Punjabi, Marathi
Current Address : Mandir Marg, Pipartoli, Argora Chowk, Ranchi, Jharkhand-834002
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