

SAURABH PRATEEK

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SENIOR SALES & MARKETING PROFESSIONAL

CAREER SYNOPSIS

Innovative professional with **over 16 years** of progressive experience and the skills to drive business growth, capitalize on new revenue potential, and manage all aspects of daily business operations. Currently associated with **Prism Johnson Ltd , as Manager- Sales (State Head)**. Rich experience in Marketing and sales of Decorative range of tiles.

EXPERIENCE SCAN

Prism Johnson Limited (H & R JOHNSON Ltd.), as STATE HEAD- Porselano
From September 2019- Currently working
U.P West & Uttarakhand (U.K.)

Having team of **Six Asst Manager and Sales Executives** based at Ghaziabad, Agra, Moradabad, Saharanpur, Dehradun and Haldwani territory. Looking after retails sales with dealers and do project sales with our dealers and direct through architects and builders.

Role in brief: (Prism Johnson Ltd.)

- Planning monthly stock updation of regular sku's at dealers for retail market requirements.
- Taking care of business of 95 lacs/p.m through 20 dealers.
- Management of complete business operations and accountable for top line profitability & increased sales growth through sales of Tiles.
- Network Management-Consolidation and Expansion of the network of Distributor, Dealer, Sub-Dealer and Company Showroom (CORNER, SQUARE, CREST & HOUSE OF JOHNSON) for achieving long-term business expansion.
- Conceptualizing & implementing various sales promotional events, activities & visibility plans, organizing meets for enhancing product awareness in the market.
- Managing receivables, collections, and cash flow for effective credit control management.
- Monitoring the movement of materials for ensuring optimum inventory levels at the stock-keeping unit.
- Relationship management with high profile Builders/Architects ensuring their satisfaction with the product quality for enhancing business.

Asian Granito (I) LTD. (AGIL), As Asst. Regional Sales Manager
From Feb 2018- Currently working
U.P West (Western U.P.)

Area included Noida, Greater Noida, Ghaziabad, Meerut, Saharanpur, Bareilly, Moradabad, Agra, Mathura, Aligarh and nearby areas.

Having team of **four Area Sales Manager** based at Noida, Agra, Bareilly and one in Meerut territory.

Looking after retails sales with dealers and do project sales with our dealers and direct also through architects and builders.

CENTURY PLYBOARD (I) LTD., As Sr. Area Sales Manager

From Feb 2016- Jan 2018

Western U.P. & U.K. and Delhi Projects

Area included Noida, Greater Noida, Ghaziabad, Meerut, Moradabad, AGRA, Dehradun, Roorkee.

Having team of **three sales executives** based at Noida, Agra, Moradabad and one in Dehradun territory.

- Taking care of business of 11 cr. /p.a with 12 distributors.
- Handling 12 Distributors (3 - Noida, 3- Agra, 1- Meerut, 3 - Dehradun, 2- Moradabad) with 110 retailers, 78 Architects and ID's.
- Managing RDC for Veneers stock management, Staffs for keeping updated SKU's with safety, timely dispatches against order from RDC and Factory.
- Tracking daily visit reports of all sales executives, monitoring all activities (BTL, mason meets, architect visit) of every one.
- Managing receivables, collections, and cash flow for effective credit control management.
- Conducting market research on competitor trends to fine tune the selling strategies for business development.
- Monitoring the movement of materials for ensuring optimum inventory levels at the stock-keeping unit.

NITCO LIMITED, As Area Manager (Sales)

From June 2011- Jan 2016

West UP and East Delhi

Sole Premium Tile brand in India with product Portfolio including ceramic tiles, Vitrified Tiles, Pavers, imported marble, engineered marble, inlays & mosaics.

Reporting to RM (UP West)

Role in brief: (Nitco Ltd.)

- Taking care of business of 60 lacs/p.m through 27 dealers.
- Taking care of all billing done by C&F persons, arranging transport for local supply done from depot and from factories.
- Management of complete business operations and accountable for top line profitability & increased sales growth through sales of Tiles.
- Network Management-Consolidation and Expansion of the network of Distributor, Dealer, Sub-Dealer and Company Showroom (Studio & Looks) for achieving long-term business expansion.
- Managing receivables, collections, and cash flow for effective credit control management.
- Relationship management with high profile Builders/Architects ensuring their satisfaction with the product quality for enhancing business.

Selected Accomplishments

Strengthened and expand the local Network distribution by 150%.

Sales Grown by 11-12 **30%**, 12-13 **33%** & in 13-14 **36%**, 14-15 30% and 15-16 25%.

Revamped the Logistics and Depot Operations.

Rejuvenated dealer and retail operations by establishing NITCO Showrooms

Kansai Nerolac Paints Ltd. Senior Project Sales Officer

(March 2008 to May 2011)

UP West

Manufacturer of Paints (Decorative & Industrial)

Reporting to ASM (UP West)

Role in brief:

- Handle 40 dealers in assigned territory of (Ghaziabad, Noida and Gr. Noida).
- Executing effective plans to meet agreed-to volumes, market share and profit objectives of the branch through proper motivation of the sales personnel.
- Monitoring and evaluating performance of existing / newly appointed channel partners and motivating them through innovative promotional schemes.
- Closely monitoring the out standings for better control over bad debts.
- Coordinating with Service/Product Evaluation team for redresses of Customer Claims & necessary feedback to product performance.

ICI India Limited. Sales Officer (Projects)**May 2004-Feb 2008****Chandigarh and Ludhiana**

Manufacturer of Paints (Decorative & Industrial)

Reporting to PSM (Punjab & Chandigarh)**Role in brief:**

- Responsible for augmenting sales decorative paints in small business.
- Handle contractor scheme (Colour Merchant) of Chandigarh region.
- Analyzed competitor strategies and implemented counter-strategies to enhance market penetration. Developed effective promotional campaigns to increase brand visibility leading to high sales.
- Done all major upcoming projects of Baddi and Nalagarh (H.P.) with exterior emulsions.
- Looking after all secondary sales with contractors, Architects and small builders

Training / Workshops Attended

- Attended workshop Selling skills by Hero Mind mine.
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Educational Qualifications

- **MBA (Sales and Marketing)**, Allahabad Agriculture University, Allahabad (2005) distinction.
- **PGDCA** in Computer Application, CMC Limited, New Delhi (2001) distinction.
- **B.B.A (Marketing)**, from Apeejay Institute of Management (P.T.U.) 1st Div. In 2000.
- **10+2**, from Kendriya Vidyalaya, Lawrence Road, Delhi-35.

Personal Particulars*Date of birth: 21 September 1978**Languages Known: Hindi and English**Tel (Res) : 8800947766**Current CTC : 15.50 lacs p.a*

Dated:

(SAURABH PRATEEK)