

## **RESUME OF MR VIKRAM SINGH SONI**

**Name** Vikram Singh Soni  
**Address** House No 1358, Phase No. 3b2 Mohali  
**Date of Birth** 1975-07-27  
**Mobile No** 09888888461  
**Email ID** [soni.albertdavid@yahoo.in](mailto:soni.albertdavid@yahoo.in)

Academic Qualification  
B.Sc. (Medical) Regular (M.D.S. University. Ajmer)

Preferred Location: Mohali (Chandigarh)

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### **Current Employer: From 2018-08-16 to date**

**Shivraj Industries** Synergy Paints & Chemical ( Paint & Texture )  
**Current Post** Sales Manager, H.Q. Chandigarh  
**Designation:** Sales manager

### **Current Job Profile :-**

- Achieve growth and meet sales targets by successfully managing the sales team.
- Design and implement a strategic business plan that expands company's customer base and ensure its strong presence
- Responsible for recruiting, objectives setting, coaching and performance monitoring of sales team.
- Build and promote strong, long-lasting customer relationships by forging partnerships with them and understanding their needs
- Present sales, revenue and expenses reports and realistic forecasts to the management team
- Identifying emerging markets and market shifts while being fully aware of new products and competition status

**Current CTC: 7.50 Lakhs Gross PA + Incentive**

**Employment History**

**Albert David Ltd - 20 years service  
(from December 1998 to 2018-08-15)**

Category: Pharmaceuticals Sales.

Designation: Area Sales Manager.

**CTC: 6.83 LAKHS Gross PA**

**Key Performance Areas as Area Sales Manager at Albert David included**

- Leading and Managing a team of 4-5 members of pharma sales for Mohali and partly area of Punjab.
- Planning a monthly blueprint for achievement of targets
- Holding Planning and strategic target meetings daily
- Planning and implementation of various sale strategies, for achieving the targets.
- Extensive client research and client servicing
- Responsible for successful product selection and promotion for client and resourceful problem solving abilities.
- Coordinate, develop and streamline field procedures.
- Teambuilding , Motivation and work coaching , Boosting of sub-ordinates moral, work Ethics and knowledge
- Undertook extensive work tours throughout the country for achieving target purposes

1. **V.H.B. PHARMACEUTICAL PVT. LTD.:-**

**Medical Representative Sriganagar H.Q.  
(from 1 may 1997 to dec. 1998)**

**Job Profile**

- Responsible for the implementation of various sales strategies for achieving the target.
- Undertook extensive tours for above mentioned purpose

## **TRACK RECORD:**

I hold a successful track record as can be deduced from the figures below.

I work smart . My positive efforts, good personal presentation, excellent product knowledge, after territory knowledge ensure time-outs expedition of the desired targets .

This is indicative by the figures below .

Year	achievement	growth to organization
2019-20	118.65%	18.65%
2018-19	130.7%	30.7%
2017-18	58.4%	-18.6 % ( G.S.T. implementation )
2016-17	101.9 %	14.8 %
2015-16	94.7 %	10.5 %
2014-15	94.6 %	08.6 %
2013-14	94.5 %	25.7 %
2012-13	84.6 %	16.4 %
2011-12	97.8 %	16.6 %
2010-11	98.7 %	14.7 %
2009-10	98.1 %	13.9 %
2008-09	100.3 %	20.0%
2007-08	100.3%	27.8%
2006-07	103.7%	14.1%
2005-06	114.0 %	80.4%
2004-05	101.7 %	30.0%
2003-04	102.5 %	29.0%
2002-03	96.2 %	23.6 %
2001-02	75.5 %	08.7 %
2000-01	92.0 %	88.3 %

## **SUMMARY**

I have a passion for my work success and achieving my targets .  
Further I have an enviable stellar track record of over 23 years in marketing and sales.

Currently I am the Sales Manager with “Shivraj **Industries** ”- Synergy Paints & Chemical.

I boast a daunting twenty years of uninterrupted service with Albert David Pharmaceutical Ltd with an unmatched sales record .

My strengths include :-

innovative Ideas, Leadership Qualities, Quick and Accurate Decision making , energetic, result -oriented, effective communication, interpersonal & man management skill.

My ambition to succeed is enhanced by the fact that my first priority is my duty to work .

Everything else is secondary.

I am an asset to an organization that I serve and pledge to give more than my hundred percent in ensuring success in all fields .

*ORIGINAL SIGNED*  
*VIKRAM SINGH SONI*