

Rajkumar Yadav– Assistant Manager

Sales & Marketing | Channel Management | Distribution

Location Preference: Anywhere in India | Industry Preference: Sales and Marketing

Profile Summary

Senior Professional, offering More than **11 years** of extensive experience in managing entire functions of Channel sales, marketing and distribution functions with a team of sales & marketing professional spread across geographical locations; excellence in new product launches and promotions, identifying & developing channel partners, building client relationships, increasing sales revenues, developing profitable & productive business relationships.

Successfully managed entire sales operations independently; forecasted and achieved predefined sales target and growth; appointed new business partners to expand product reach in the market; trained, developed & coached a team of professionals and supported them in achieving their aligned goals and objectives. Successfully managed sales and distribution of beverages, sales & distribution, Currently Working with Kansai Nerolac Paint Ltd

Dedicated leader with a passion for Marketing & Sales Fortified through years of professional experience, has an established reputation for increasing profitability and operational efficiency with team-based management style coupled with zeal to drive vision into reality.

Work Experience in **Maharashtra Nagpur**

Core Competencies

~ Sales, Marketing & Business Development
~ Channel Management
~ Revenue Generation

~ Product Promotions
~ Client Relationship Management
~ Distribution, Logistics & Cost Mgmt.

~ Team Building & Leadership
~ Training & Development
~ Sales Forecasting

Education

- MBA (Marketing) from Tripude Institute of Management Research, Pune University 2010
- BA from Nagpur University 2007

IT Skills

- Microsoft Office (Word, Excel & PowerPoint)
- SAP Module

Employment Details

May 2012-till Date: Kansai Nerolac Paints

- 1) Handling a Team of 2 DGAs
- 2) Business Development
- 3) Credit Control
- 4) Scheme Spends & Retention control
- 5) Leverage Technical for Sales Development
- 6) Generate Market Demand by Utilizing Team to conduct Meets

Date of Birth: 10th July 1984, Marital Status- Married

Languages Known: English, Hindi, Marathi

Present Address: Flat No102 Matoshree Appt.Besa Road Ghogli, Nagpur-440034, Maharashtra

Key Areas :

- 1) Distributor Management-Appointing Dealers, Managing ROI,
- 2) Credit Management-Market credit
- 3) Team Management-Off payroll
- 4) Business Development-Appointing Dealers opening channel, Mass meets ,Shop Meets.

Managing sales and distribution for project and retail vertical of Nerolac with a team of OffPayroll ,supervisingentire functions of sales forecasting, stock management, stock control, training and people development, resource management, customer business management, credit management, numeric reach & weighted reach activities across Nagpur.

Significant Accomplishments:

- Led business planning and performance management of channel partners including development and execution of joint sales plans, local area marketing.
- Recognized for Growth Delivery and AOP/Budget Achievements
- Grew Channel by appointing 105 Dealers for Nerolac in 10 Yrs in Nagpur
- Trained channel partner staff on New products; developed channel-wide demand generation programs and tracked results
- Spearheaded Appointment of Dealers in Nagpur,
- Performed monthly sales forecasting and competitive analysis to determine accurate performance levels and need for growth into current and additional vertical markets and product categories
- Handled Retail and Project divisions in Nagpur

- Nominated & Awarded 'Excellent Sales Officer' in 2016-2017 for outstanding performance
- Augmented distribution base by increasing number of dealers which resulted in business generation, won Key Accounts & Institution which helped to increase sales
- Increased
 - Turnover from 85 lacs to 10 crores in Nagpur City
 - Rural business from 24 lakhs to 40 Lakhs effectively through New Dealers Appointment

Previous Experience

Nov'10-April'12: PepsiCo, in Nanded as Customer Executive

Led the sales and distribution of Pepsi products with a team 4 of offrolls managed sales forecasting, stock management, stock control, training and people development and resource management functions across Nanded. .

Significant Accomplishments:

- Expertly handled 14 Distributors
- Successfully launched products & achieved numeric distribution like width of distribution
- Produced a turnover of 2Crore per annum
- Developed markets like Nanded & upcountry

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