

SUNIL SATPATHY

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SALES ~ MARKETING ~ KEY ACCOUNT MANAGEMENT ~ CHANNEL MANAGEMENT ~ TEAM MANAGEMENT

Seeking challenging assignment across a dynamic organization commensurate with my skills and experience, for an opportunity for professional growth based on performance.

PREFERRED LOCATIONS: – Kolkata | Pune | Mumbai | Bengaluru | Hyderabad | Delhi/NCR | Bhubaneswar

PROFESSIONAL SYNOPSIS

Competent and result oriented Marketing, Sales and Business Development professional offering around **24 years** of rich and diversified exposure with in-depth knowledge of **Building Material, Consumer Durable/Electronics, and Healthcare Industry**, specifically managed care plans and programs. Proven leadership skills in developing staff, implanting programs, managing teams and projects, and initiating process improvements.

- Possess valuable insight, keen analysis and team approach to implement best practices used in sales operations.
- Proficient in finalisation of accounts encompassing preparation of various statements such as fund/cash flow.
- Applies strategic understanding with an attitude of go-getter coupled with multi-tasking abilities in driving efforts towards achievement of organizational goals with efficient skills.

Core Competencies:

Sales and Marketing ✎ *Business Development* ✎ *Strategic Planning* ✎ *Forecasting* ✎ *Treasury Development* ✎ *Stakeholder Management* ✎ *Market/Customer/Product Research* ✎ *Target based Sales* ✎ *Analytical and Logical Problem Solving* ✎ *Client Relationship Management* ✎ *Recruiting, Training, Monitoring, Team Lead* ✎ *CRM*

Soft Skills:

Communications Skills • *Analytical Skills* • *Success Oriented* • *Problem Solving Skills* • *Presentation Skills*
• *Interpersonal Skills* • *Decision Making* • *Time Management* • *Organizational Skills* • *Growth Mindset*

PROFESSIONAL EXPERIENCE

Product Exposure – (Tiles, Plywood, Laminates, Doors | Room Air-Conditioners | Food Items | Dental Consumables)

Karcher Cleaning Systems Pvt. Ltd.	Bhubaneswar	[Target Group Manager – OD]	Since Feb'22
3M India Ltd.	Kolkata	[Sr. Sales Manager – East & N.E Region]	Jul'15 – Jul'19

- Develop and implement effective sales strategies for achievement of annual sales revenue of **3M** OCSD business.
- Driving business growth by mapping potential customers, devising sales strategies and generating leads by developing sales action plans, network of dealers and monitor variation between actual and planned product mix.
- Collect and analyze data to identify sales opportunities, assist with marketing strategy, & forecast market trends.
- Monitor achievement of target, market share, productivity, customer acquisition, profits and take corrective action.
- Drive focus products, product wise market assessment, product promotion, product gap and competition analysis.
- Direct and allocate sales targets for the region based on parameters viz. product, channel partners, and key accounts like hospitals, dental colleges, clinics, and prepare robust business plan and strategy, and sales forecast.
- Ensure channel to drive penetration and business development based in the region along with compliance to the credit control policy and ensure account sales target and A/R target are attained each month with team member.
- Defining zonal and individual targets with execution, planned growth, maintaining right product mix, realization, inventory control, discover new opportunities, communicate product schemes and ensures their implementation.
- Managed key accounts in hospitals and dental colleges viz. APOLLO, AMRI, AIIMS, FORTIS, CMRI, MEDICA, TMH, MEDANTA, NARAYAN, PEERLESS, SMILE & PROFILE, RADCH, GNIDSR, SCB, IDS, KIDS, ADCH, HCDSH, BIDSH etc.
- Provide training, counselling and motivate team members to develop their skill and guide them to ensure that a high professional standard is achieved, monthly individual target is met, and evaluating the performance.
- Monitor and finalize budget for understandings sales and marketing in line with the overall business objectives.
- Formulate and implement strategies for high end customers/stakeholders' engagement programs, KOL workshop, and building up healthy business pipeline across all major vertical segments for sustainable business growth.
- Ensure timely creation and submission of business activities, new and existing leads, opportunities in CRM SFDC.

PREVIOUS ASSIGNMENTS – [Building Material | Consumer Durable]

PANARIAGroup Industrie Ceramiche S.p.A	Kolkata	[Zonal Manager – East]	Oct'14 – Jun'15
Swastik Ceracon Ltd.	Ranchi	[Regional Manager – JH & BR]	Aug'12 – Sep'14
Regency Ceramics Ltd.	Ranchi	[Regional Manager – JH & BR]	Jun'08 – Jul'12
National Plywood Industries Ltd.	Bhubaneswar	[Sales Manager – OD]	Jul'05 – May'08
Aircon India.	Bhubaneswar	[Marketing Manager – OD]	Jul'04 – Jun'05
Trans Oceanic Purveyors Pvt. Ltd.	Bhubaneswar	[Branch Manager – OD]	Mar'02 – Jun'04
Fedders Lloyd Corporation Ltd.	Bhubaneswar	[Sales Executive – OD]	Mar'98 – Feb'02
Rajpath Group.	Bhubaneswar	[Sr. Sales Executive – OD]	Oct'95 – Mar'98

- Launching new products and new categories of **Bellissimo** tiles and porcelain stoneware floor tiles, pavement, and wall cladding tiles of **PANARIAGroup** having production sites in Italy, Portugal, USA in the ultra-luxury market segment, targeting a differentiated and discerning customer base looking for top quality aesthetics and technology.
- New channel appointment and expansion for market coverage through most suitable channel partner acquisition, retention and development, and evaluating their performance, monitor channel sales and marketing activities.
- Ensure smooth launch of new product by conducting interactions with customers, dealers, retailers and specifiers.
- Establish relationships with dealers and key accounts across different segments for negotiating and closing deals.
- Identify the unrepresented areas and under-perform dealers and take necessary actions for improve the situation.
- Explore business opportunities with stakeholders for regular and focus products, design strategies and initiatives.
- Develop new business lines for long term revenue growth and maintain relations with the clients to achieve repeat and referral business and implement robust sales strategy for the region and execute it with each team member.
- Commercial activities, credit policy and controlling, timely collections of receivables from channel partners.
- Ensure effective implementation of sales and collection plan, manage inventory, cost control under various heads.
- Attaining monthly, quarterly, and annual sales targets, building up distribution channels, project sales and establishing strategic business relations, and providing idea for all strategic sales plans and their implementation.
- Ensure setting sort and long term KRA & KPI to create regional sales plan and implement in alignment with business objectives, analyze regional market trends and discover new opportunities for growth and development.
- Develop, manage, coach, counsel and train sales team, through motivation, skills development, product knowledge, high end product mix, revenue and monitor performances on daily, weekly and monthly for target achievement.
- Designing and execution of volume scheme and special offer to achieve short term and long-term objectives.
- Monitor market share, mapping, customer acquisition, growth, productivity, profits, and suggest improvements.
- Identifying and develop new business opportunities in B2B segment, and build up close relationship with key influencers like Architects, Interior Designers, PMC's, Engineers, Consultants, Contractors and Mega Developers.
- Extensive exposure of working in Air-Conditioner's brand viz. **Carrier, Lloyd, and VOLTAS** in the state of Odisha.
- Channel appointment and expansion of distributor, direct dealer, sales and service dealer, and power retailer.
- Exposure of working in project-based sales through handling tender specifications, preparation of billing related formalities, documentation and participation in bid for techno-commercial discussions and negotiations.
- Brand/product specification into sale in corporate sectors viz. Aluminum, Steel, Power, Petrochemical, Refinery, IT, Telecom, Port, Fertilizer, Mining, University, Insurance, Banking, Hospital, Hotel, Tourism, Housing & Infra Co.
- Key accounts acquired viz. CPWD, NBCC, PWD, AAI, RAILWAYS, DRDO, MES, HAL, SAIL, MECON, TISCO, NALCO, NTPC, OPGC, IOCL, INFOSIS, TCS, PPT, PPL, IBM, CIL, OMC, MCL, IDCO, CIFA, OTDC, L&T, IVRCL, NCC are few names.
- Maintain client relationship by providing support, information, guidance, and recommending new line of products.
- Co-ordinate with internal stakeholders such as production, SCM, logistics, commercial and marketing functions for meeting client requirements, address customer queries, delivery timelines, and serving them to their satisfaction.
- Keep track on competition activities closely on pricing, schemes, promotional activities, product launches, meets, and gives updated feedback on trends, market share and new development in MIS reports and sales forecast.

Award & Recognition: – Received the **STAR PERFORMER AWARD** for outstanding achievement in Exceptional Sales, Collections and Debtor Management in the fiscal 2010 – 11 from **Regency Ceramics Ltd.**

ACADEMIC & PROFESSIONAL CREDENTIALS

- **1994** : **MBA/PGDM (Marketing)** ♦ Institute of Business Administration and Management, New Delhi.
 - **1992** : **Bachelor of Arts (Economics)** ♦ Utkal University, Odisha.
 - **IT Skills:** Account activity, sales lead and opportunity in CRM SFDC, MS Office, Word, Excel & Power Point.
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PERSONAL DOSSIER

Date of Birth : 26th April 1972.
Languages known : English | Hindi | Odia | Bengali.
References : Available on request.