

# Sanjeev Kumar Choudhary

Sales Professional

**Address** Purnea, Bihar, 854301

**Phone** 754 400 6841

**E-mail** sanjeev25280@gmail.com

Skilled Territory Sales Manager with desire to lead teams toward achieving revenue goals. Focused on keeping up-to-date and informed on competitors and specific needs of assigned sales territory.

## Work History

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**2015-07 - Current**

### **Sales Head - Key Accounts**

*AkzoNobel India Limited, (Dulux Paints )Purnea, Bihar*

- Effectively engaged, developed and lead own sales account team
- Implemented distribution programs thru creating, modifying, and maintaining business development services and support tools for Distributors.
- Rolled out and implemented corporate processes and tools including CRM, IBP, sales funnel and other sales process-related knowledge and tools.
- Developed and executed sales strategies in the marketplace and deliver expected top and bottom-line results for the segment in the allocated region.
- Planned, monitored and periodically report on execution of major sales activities conducted with regard to indirect and direct sales channel.
- Identify significant business opportunities, pinpoint existing and/or potential problem areas and assist field force where appropriate.
- Provide demand forecast for regional segment sales plans in line with the business IBP processes.
- Drive Continuous Improvement across the organization to generate value to customers - Service, capability, efficiency and productivity
- Collaborate with cross functional teams including support to the relevant key account teams to execute their sales plans and deliver against desired service levels new developments
- Provided support and leadership to sales, customer services and technical teams by showing vision, putting in resources to ensure high service levels and operational efficiency
- Familiar with all the applicable corporate as well as site policies/procedures with regard to personal conduct and HSE standards and acting in compliance with all applicable regulations.

#### **Accomplishments**

- Promoted from Senior Sales Officer to Key Account Head for the fiscal year 2018 Looking Area Part of North Bihar..
- Outstanding Volume and Value Growth in 2016-2017 India Contest Meet Singapore Trip
- Excellent volume and value growth in 2017-18 India contest meet Switzerland trip.
- Best Sales Officer Award for 2016-2017.
- Best Sales Officer in Premium Emulsion in India for the year 2018-2019

**2010-06 - 2015-06**

### **Senior Sales Officer**

*Dabur India Limited, Katihar, Bihar*

**Primary & Secondary Sales responsibility within the designated geography (Urban Markets)**

- Ensured achievement of sales and distribution objectives by SSMs
- Worked with the SSMs to ensure efficient order booking
- Ensured Primary & Secondary sales of the identified stockiest

#### **Trade Marketing initiatives implementation**

- Implemented Trade Marketing Programs & Other Below-The-Line (BTL) inputs (schemes and promotions, visibility spends etc.)
- Efficiency Coverage, ECO, Bill Cut, Line Sold & Sales Value

#### **Merchandising and Visibility**

- Worked with the SSMs in the respective markets to ensure efficient Merchandising
- Coordination on POSM allocation and monitoring within the market

#### **Claims**

- Handled Claim preparation as per SOP, validation of supporting documents & timely submissions to branch office

#### **Stockist Administration**

- Prepared stockiest SMR and updation of accurate SMR data into REACH
- Stockiest inventory management.

#### **Standard format reports (including POS wherever applicable)**

- Responsible to fill accurate data in sales format/tracker, in POS/REACH package

#### **Other Activities**

- Market intelligence capture and reporting: complaints, competition activity etc.
- New stockiest appointment as per company norms.

#### **KPIs**

- SSM Incentive Earning
- Retail Business growth.
- TLSD
- Opportunity Brands / NPD and Secondary sales value

#### **Accomplishments**

- Awarded CEO AMBASSADOR CLUB Member for 2011-2012 on Great Achievement of Dabur Chawanprash
- Great Achievement of Dabur ALMOND hair oil Distribution meet with Manisha lambaa Brand Ambassador.
- Dabur AMLA HAIR volume and value growth meet with actor PRIYANKA CHOPRA in 2012-2013.

### **Territory Sales Officer**

*Cavinkare Pvt. Limited, Bhagalpur & Kathmandu, Nepal*

#### **Sales & Distribution**

- Delivered sales target for all products (sales and distribution)
- Monitored quality of distribution ( OL, ECO, TLSD, coverage, range etc)
- Ensured the Availability of stock at each and every retailer as per Norms
- Executed promotional activities in the market to drive sales and build market credibility
- Appointed new RS,SS , Sub-stockist & Field force
- Reviewed performance of existing RS,SS , Sub-stockist & Field force
- Billed 10+ brand to all Sub-stockist.
- Achieved Secondary target figures from his market across all products
- Ensured that along with wholesale brands, the retail brands are also billed to the Sub Ds as per management norms
- NPD Launch as per norm

#### **Distribution Expansion**

2007-07 - 2010-06

- Sub D appointment for town expansion as per company norms and population (all 5k+ town to be catered)
- Expansion of retail through increase in numbers of outlets in existing and new geographies
- Achieved distribution targets on all parameters – line sold & Eco, Sub-stockist Billed & 10+ brand

**People Management**

- Ensured all the FFs are aware & aligned to the RED Program
- Kept motivational levels high of teams: maintain healthy relationship with all RS,SS , Sub-stockist
- Promotion through regular meetings with RS,SS
- Maintained a healthy relationship with RSP, RSSM and ensure smooth day to day operations
- Grooming of FF & Channel.

**Accomplishment:**

- Awarded Best Sales Officer for INDICA Hair Colour and Spinz Deo.
- Awarded Best Officer for International Market.

**Education**

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1997-06 - 2000-05

**Bachelor of Arts: Psychology**

Magadh University - Patna

**Software**

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MS Office



Internet Operations



MS Excel



**Additional Information**

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**Date of Birth:** 25-Feb-1980

**Marital Status:** Married

**Gender:** Male

**Geography worked:** Bihar, Jharkhand, Odisha, Nepal.

**Maximum Business turnover Handled per month:** 2 crore.

**Team Handled:** 12 nos.

**Cost to Company:** Negotiable

**Notice Period:** 30 days,

**Mobility:** Anywhere in India.