





Sharon Kenneth

Sales & Marketing


To be a part of a progressive organization that gives scope to exploit and enhance skills and professional knowledge. Driven Area Sales Manager with 14+ years of experience in management capacity and strong Competitive sales drive, adaptability and perseverance. Well-honed listening skills and problem- solving attitude to uncover needs and overcome objections to close sales and achieve goals within multiple assigned territories. Successfully motivates and develops sales teams in results-driven and customer- focused environments with positive attitude towards achievement.


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• Skills


Sales Development 
Excellent

Sales operation 
Excellent

Marketing and sales 
Excellent

Corporate Communications 
Excellent

Decision-Making 
Excellent

Relationship building 
Excellent

• Personal Informations

- Age : 34yrs
- DOB : 7 April 1989
- Fathers name : Eugene Antony
- Mothers Name : Shyla Joseph
- Married : Yes (1 Kid)
- Religion/Cast : Christian/Latin Catholic
- Blood Group: AB +ve
- Permanent Address: Thekkumthallakkal House, Mele Karoth, Kunnamangalam Post, Paingottupuram, Kozhikode, Kerala, India- 673571

• Work History

2022-10 -
Current

Area Sales Manager-Senior

- Stove Kraft Limited - Black + Decker, North Kerala
- Established strong relationships with major accounts and key decision-makers to increase sales in designated territory.
 - Hired, trained and managed sales staff and administered and implemented compensation plan to support area sales goals.
 - Collaborated with vendors and built effective

• Languages

English

Hindi

Malayalam

Tamil (To Speak)

2021-03 -
2022-10

• Software

MS office & Internet masters
programe



Excellent

Tally & Other ERP Accounting
Software



Good

- partnerships devoted to capitalizing on emerging and sustainable sales opportunities.
- Analyzed sales data and kept up to date with market trends.
- Created effective strategies to target new markets after researching and analyzing competitor behavior.

Area Sales Manager

Carrier Midea India Private Limited, Kochi

- Client communication
- Performance tracking and evaluations
- Product knowledge
- Sales team supervision
- Relationship building, Handling Retail Sales of Carrier and Midea Air Conditioners (Split, Cassette, VRF, Ductable, and Tower) in North Kerala both Direct Dealer and Distribution networks
- Reported sales activity, generated sales quotations and proposals and maintained customer contact database to achieve sales objectives and quota
- Sales/Marketing
- Role to handle 350 sub dealers in 5 districts and 15 major direct dealers like Nikshan, Eham Digital, MYG, Nandilath G Mart, Pittapillil Agencies, QRS Retail,
- Reliance Digital, Bismi, Nesto Group etc
- Analyzed sales data and kept up to date with market trends
- Set and achieved sales targets for North Kerala region
- Held monthly meetings with National level and MD level managements to identify techniques to overcome sales obstacles
- Coached sales associates in product specifications, sales incentives and selling techniques, significantly increasing customer satisfaction ratings
- Expanded market share 5% by increasing sales to retailers and distributors.

2017-01 -

Senior Territory Manager

2021-03

Eureka Forbes Limited, North Kerala

- Developed creative sales and marketing strategies to assist sales team (RSO's, ISP's & DSO's) with reaching targets
- Handling Forbes Air Conditioners, Aquaguard Water Purifiers, Vacuum Cleaners and Air Purifiers
- No of Distributors: 2 (Veekay Distributors & General Kannur)
- Major Direct Dealers: Nikshan Electronics, Eham Digital Group, E-Planet Group, National Electronics, NESTO Group
- Total PJP Universe: 185 active dealers, Monthly PJP Adherence: 100%
- Handling Primary-Secondary-Tertiary Business, Accounts Reconciliation, Advance Payment Collection, Marketing activities (Water Campaign & Trainings), mandatory service follow ups, Direct Customer Visits (For feedbacks) etc.
- Qualified 2 National level top ranking list and CEO club winners (2017-18)

2015-07 -
2016-12

Regional Sales Officer

Whirlpool India Limited, Cochin

- Calicut & Wayanad Districts
- Collaborated with marketing teams to create marketing material to aid sales strategies.
- Attended meetings with managers to obtain knowledge on products to sell and promotions to push.
- Handled Distribution Market & DD's (DB: Nirmal Associates, Calicut)
- Reporting to Deputy Manager in daily wise
- Handled Air Conditioners, Direct and FF Refrigerators, Front-Fully-Semi Washing Machines, Microwaves etc
- Teamwork with distributor staffs, Marketing dept for sales and collection as well
- Reason for leaving: New Opportunity to Pay-Roll

2014-03 -
2015-06

Sales Executive

Sony & Lloyd, Wings Business Corporation,

Kozhikode

- Kozhikode, Malappuram, Wayanad & Calicut
- Brand called Lloyd launched their Air conditioner retail segment
- Managed new product and content releases
- Handled AC Segment of Lloyd throughout 3 districts
- Handled Split, Window & Tower air conditioners
- Territory Base: 185 active dealers (Sony & LLOYD)
- Reporting to Distributor Manager and Area Manager (Sony & Lloyd)
- Reason for leaving: New Opportunity to Company Off-Role
- Executed local, regional and national marketing and branding initiatives to drive sales within existing and prospective accounts.

2010-07 -
2014-02

Territory Sales Officer

Selfridges Private Limited, Kozhikode

- (Malappuram, Wayanad & Calicut)
- Communicated brand identity and corporate position to internal and external dealers and customers to foster brand loyalty and recognition
- Handled Sony Products like LED/LCD, Home theatres, Accessories etc
- Handled 120 active dealers in both upcountry and major cities
- Reporting to Distributor Manager and Area Manager (Sony India)
- Handled Sales, Collection and involved in floor trainings to educate dealers to promote productive closings
- Reason for leaving: Distribution Closed

2007-10 -
2009-03

Sales Executive

Illam Electronics (Videocon & Trigon Exim),
Kozhikode

- Worked as a sales executive in Trigon Exim (Marketing) handles imported electronics goods from China and Hongkong. After that worked in Illam Electronics and Home

appliances as a promoter of Videocon Industries Limited.

- Interfaced with customers, determined needs, provided recommendations and up- sold services.
- Provided helpful and attentive customer service resulting in productive sales closings.
- Grew customer base by acquiring new customers and identifying needs to deliver relevant products.
- As a promoter of Videocon Industries Pvt Ltd, focused to sell more Videocon products such as AC, Ref, Washing Machines, CTV, LCD/LED, and Microwaves etc.
And always kept showroom professional and neat.
- Researched sales opportunities and possible leads to exceed sales goals and increase profits.

• Education

2016-01 -
2019-01

**Bachelor of Commerce (B.Com):
Commerce & Management
Studies, Business Management &
Financial Accounting**

Malabar Institute of Engineering & Technology
(MIET) - NEFTU

2006-04 -
2008-06

Plus Two - Commerce: Commerce

Oxford College - Kozhikode, KL

2005-01 -
2005-03

SSLC

Savio HSS, Devagiri - Kozhikode, KL

• Certifications

2022-08

Carrier-Best Operations Branch-Dare Expansion
Target Achievement

2021-11

Carrier-SOM Improvement (GFK) Award

2019-08

Eureka Forbes-CEO Award for Best Employee
2018-19

2019-02	Eureka Forbes-Employee Of the month-February 2019 (All India)
2017-11	Eureka Forbes-Best Euro Champ
2010-06	Videocon-Star performance-Product knowledge
2016-08	Whirlpool-Star of the Year for 100% deployed target

- **Hobbies**

- Good Food & Music
- Travel
- Sunday Cookings

- **Declaration**

Well, while i have covered most of the important aspects already, there is one thing I really want to add additional. My passion for sales and marketing hasn't been new. Since last 14+ years of experience, I always knew I would grow up to be a good sales manager and a good sales man. If there is a good opportunity is there, surely i will perform the best part.

Declaration,

I Sharon Kenneth hereby declare that the particulars of information and facts stated here in above are true, correct, and complete to the best of my knowledge and belief.

Yours Faithfully....

Sharon Kenneth
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