



# SHASHI SHEKHAR

## ZONAL SALES MANAGER



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Results-driven professional with a strong business sense and analytical mindset, targeting a role in the Lubricant/Tyres/Auto Parts/Paints/Batteries/FMCG/Consumer Durables industry, leveraging extensive experience in **Retail Sales and Business Development**

### PROFILE SUMMARY

- Offering **14 years** of comprehensive experience in Retail Sales, Workshop sales and Business Development across Maharashtra, Rajasthan, Northern India, Uttarakhand, and Delhi NCR, with a proven track record of expanding businesses in various regions
- Established and identified the entire UP West region (Agra, Mathura, Ghaziabad, Noida, Moradabad, Bareilly) and Uttarakhand (Kumaon and Garhwal territory). Also, established & developed territories in Rajasthan (Jaipur, Shekhawati, Hadoti, Bharatpur, and Alwar territories) and its surrounding markets for Idemitsu in retail channel & so on
- Possess key skills and competencies in Retail Sales, Business Operations, Strategic Business Development, Competition Analysis, Revenue Generation, Profit/ Loss Management, Contract Negotiations, New Product Launch, Go-to-Market Strategies, Key Account Management, Client Relationship Management, Leadership, Coaching, Team Building, and Problem-Solving
- Successfully built sales infrastructure from scratch, penetrated new markets, and delivered immediate results in generating new business while supervising business development, deal structuring, and building credibility with new & existing customer stakeholders
- Displayed strong leadership skills, expert at coaching and team building, with a focus on problem-solving and driving teams towards achieving organizational goals
- Skilled in identifying and capitalizing on market trends, customer preferences, and competitor strategies to drive sales growth and achieve revenue targets
- Built and maintained strong relationships with key accounts in the zone, ensuring high levels of customer satisfaction and retention

### ACHIEVEMENTS

- Received Certificate of Excellence for Q1 (Jan'19 – Mar'19) & Q2 (April'19 – June'19) for showing outstanding performance, 2019
- Won the prestigious On the Spot Officer Award from Idemitsu Lube India Private Limited in recognition of outstanding performance, 2021

### EDUCATION

- 2009 ● MBA (Sales & Marketing) from IBS, Bengaluru, Karnataka
- 2006 ● BA (Hons.) Geography from University of Delhi, New Delhi

### SOFT SKILLS

- Attention to Details
- Time Management
- Collaboration
- Leadership
- Analytical Thinking

### CORE COMPETENCIES

- |  |                                    |  |
|--|------------------------------------|--|
| Retail Sales/ Business Operations                      | Competition Analysis               | Profit/ Loss Management                    |
| Strategic Business Development                         | Revenue Generation                 | Go-to-Market Strategies                    |
| Team Management  | Cross-Functional Collaboration     | Territory Management                       |
| Key Account Management/ Client Relationship Management | Customer Acquisition and Retention | Contract Management/ Contract Negotiations |



## WORK EXPERIENCE

**May'16- Present: Idemitsu Lube India Private Limited**

### Growth Path:

**Apr'23- Present: Zonal Sales Manager (Retail-UP West & Uttarakhand)**

#### **Key Result Areas:**

- Leading retail operations in UP West & Uttarakhand, driving business planning, marketing strategy, contracts, revenue management, resource management, financial planning, promotional campaigns, merchandising, and reporting
- Strategizing with team and coaching them on ways to apply consultative-selling techniques to advance opportunities that result in ongoing profitable revenue growth; conducting statistical analyses to determine potential growth, designing sales performance goals, and monitoring performance regularly
- Expanding business in the assigned territories and identifying new streams for long-term revenue growth
- Establishing alliances/ tie-ups with key players including distributors and retailers, resulting in deeper market penetration and reach
- Driving business growth in terms of value, volume and market share by introducing new ideas & concepts
- Impacting organization profitability through effective strategic and tactical management decisions and new business development
- Implementing the annual business plan and ensuring alignment with the company's objectives; monitoring the timely launch and availability of new products
- Managing distributors at both the primary & secondary levels, along with team including Market Support Representative (MSR) and supervising distributor manpower for secondary sales
- Enhancing the visibility of Lube brands in the Bazaar and retail outlets through the strategic use of point-of-purchase (POP) display materials; organizing corporate events, service camps, and customer/ mechanic meetings to strengthen relationships

### **Highlights:**

- Successfully built sales infrastructure from scratch, penetrated new markets, and delivered immediate results in generating new business
- Administered a retail segment portfolio of Lubes products, with an annual volume of 350 KL and an approximate value of INR 12.5 Crores
- Managed portfolio comprising Automotive Lubes from Idemitsu, Genuine, and Co-Branded products, specifically in the categories of Motorcycle Oil (MCO), Passenger Car Motor Oil (PCMO), and Commercial Vehicle Oil (CVO)

**Jan'20- Apr'23: Senior Area Sales Manager (Retail-UP West & Uttarakhand)**

#### **Key Result Areas:**

- Spearheaded 5 Retail Automotive Distributors for the development of Retail Business in UP West & Uttarakhand region for a portfolio of Lubes product with annual volume of 281 KL in retail segment (INR 9.7 Crores) covering Automotive Lubes of Idemitsu, Genuine and Co.- Branded Products in MCO, PCMO, and CVO products
- Established distributors in UP West and Uttarakhand (Kumaon) by consistently increasing ILIN Market share (Y-O-Y) through tertiary and secondary sales
- Managed distributor both in primary & secondary level with MSR (Market Support Representative) and distributor's manpower management for secondary sales
- Participated in mechanic meets, retailers meet, mini mechanic meets and prepared Mechanic Loyalty Programmes (MLP); enhanced visibility of products in Bazaar & Retail outlet using POP display material, corporate events, camps & so on

- Trained DSR & MSR and enabled them to accomplish the targets; reported sales MIS to HO on a monthly basis
- Reviewed primary & secondary billing with distributors, MSR and DSR's on weekly/ fortnightly basis and shared the MRM for same to distributors about their penetration like (SKU wise, Retailer wise, IW's, F/Syn)

#### Highlights:

- Successfully expanded the company's presence in the UP West & Uttarakhand region, contributing to increased revenue and market share

#### Jan'18- Dec'19: Senior Area Sales Manager (Retail & AMO-East Rajasthan)

##### Key Result Areas:

- Headed 2 Retail Automotive Distributors and 56 Dealership Account (HMSI, HCIL, TKM & SMIPL) for the development of business in East Rajasthan and distribution channel covering a portfolio of Lubes product with annual volume of 837 KL in AMO Business & 131 KL in Retail Segment (INR 27.1 Crore) which includes Automotive Lubes of Idemitsu, Genuine and Co-Branded Products in MCO, PCMO, CVO & Agri products
- Enhanced visibility of Lube brands in Bazaar & Retail outlet by using POP display material, organize corporate events, service camps and meet with customers and mechanics; organized Mechanic, Retailers Meets & Mini Mechanic Meets and prepared mechanic loyalty programmes
- Established entire Jaipur and its surrounding markets for Idemitsu in retail channel like Jaipur, Sikar, Dausa, Tonk, Jhunjhunu and for Bharatpur, Alwar, Dholpur & Karauli
- Trained new sales managers, marketing department heads and store managers; planned the calendar and execution of various programs for various retail chains as per budget
- Ensured product and service delivery as per agreements with workshops; monitored key metrics to evaluate customer satisfaction; liaised with regional OEM team for maximizing sales; organized Quarterly meeting with OEM officials at field

#### Feb'17- Dec'17: Area Manager (AMO- Rajasthan)

#### May'16- Jan'17: Area Manager (AMO & Retail- Chandigarh)

### PREVIOUS EXPERIENCE

**Jun'13- Apr'16: Area Executive (Workshop Specialist-Mumbai/ Goa | Total Oil India Pvt. Ltd.**

**Jul'09- May'13: JSW Steel Limited, Pune/ Nashik/ Marathwada**

#### Growth Path:

Senior Officer-Retail Sales (Jul'09-Jul'11)

Junior Manager-OEM/ Industrial Sales (Aug'11-May'12)

Junior Manager-Retail Sales (Jun'12-May'13)

### INTERNSHIP

**Mar'08- Jun'08: Intern | ICICI Securities Limited, Bengaluru as Intern**

### PERSONAL DETAILS

Address : B-94, F Block, Qutab Vihar, Phase -1, New Delhi

Date of Birth : 25<sup>th</sup> September 1984

Languages Known : English, Hindi