



SORABH SHARMA

SENIOR SALES MANAGEMENT PROFESSIONAL , 18 YEARS EXPERIENCE

Experience in Strategic Planning, Sales & Marketing, Business Development, Sales Operations, Key Account Management, Product Management and Team Management

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Ex HILTI, Berger Paints, Ambuja Cements and Vermeer. Middle East Overseas Exp.

Preferred Job Location : NCR , Delhi , Gurgaon or Any Metro Location

Presently Located in Faridabad ,Haryana and Permanent Location as Jaipur, Rajasthan

Profile Summary

- **Professional with over 18 years of experience** in the areas of Strategic Planning, Sales & Marketing, Business Development, Sales Operations, Key Account Management, Coaching, Leadership and Talent Development.
- **Effective in a Leadership Profiles for more than 15 years**, Combined entrepreneurial drive with Business management skills to drive gains in revenue, market share and profit preference.
- Communicated a clear, strategic sales vision, effectively training and coaching sales team members.

Profile Key Highlights

- **B. Tech. Degree in Engineering (B.E) Mechanical.**
- **16+ years of experience in marketing management, finance, sales operations, business operations, and analytical/operational role.**
- Having Business fluency in English.
- **16+ years of quota-carrying sales experience in diversified sectors.**
- **16+ years of sales management experience, directly managing individual sales reps as well as Team leads**, distributed customer success, sales, and market reaching teams.
- Experience in selling, presenting to and influencing EVPs, C-Level clients and end-users (in the same Sales cycle) in both individual and team sale environments.
- Experience in building strong team cultures aligned to company culture and values.
- Experience in interviewing and working collaboratively with hiring team for selecting and motivating seasoned account executives or relationship managers.
- Proven track record of Developing Talent and delivering strong revenue results.

Industry Covered / Work Experience

- Industrial Products and Its Sales in Different Sectors
- Civil Engineering , Cement , Metal and Mechanical Works
- Building Materials
- FMCG Products using different Channels like Retail , Dealer and Direct Sales
- Civil Infra , Residential , Project Sales , Road , Airport , Dams , Ports Projects
- Energy , Power , Oil and Gas Project Sales
- Government , Defense , Railways , Institutional Sales
- B2B , B2C , Retail and Key Account Management Sales

Education	Awards
<p>2003 B.E. (Mechanical) from Rajasthan University, Engineering College Kota, Rajasthan</p>	<p>Sales Management Leadership Award Certificate Market Region Asia 1 • HILTI• Jan 2012</p>
<p>2000 DME (Mechanical) from Board of Technical Education, Jodhpur, Rajasthan</p>	<p>Sales Management Leadership Award, Certificate Market Region Asia • HILTI• Feb 2013</p> <p>Star Performer-New Business Development • VERMEER• Aug 2005</p>

Key Skills

<ul style="list-style-type: none"> • Sales Management • Product Marketing • Team Management • P&L Management • Digital Strategy 	<ul style="list-style-type: none"> • Coaching • Training • Talent Development • Key Account Mgmt. • Customer Service 	<ul style="list-style-type: none"> • Strategic Planning • Technical Sales • CRM • Microsoft Office • Content Marketing 	<ul style="list-style-type: none"> • Microsoft Office • Content Marketing • Branding • Digital Strategy • B2B and B2C
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Certifications

Sales Coaching LinkedIn Certification	Managing Compassionately By Jeff Weiner LinkedIn Certification
Marketing Analytics Setting and Measuring KPI's LinkedIn Certification	Agile At Work Planning With Agile Stories LinkedIn Certifications
Managing Globally LinkedIn Certification	Designing Growth Strategies LinkedIn Certifications

Work Experience

Head of Strategic and Segmented Sales at STP Limited, New Delhi

Aug 2017- July2020

North and West India

Job Location – New Delhi

(One Year Gap in Employment as Left STP Limited in July 2020 as wife was diagnosed with 4 Stage Esophageal Cancer and for her treatment and family care shifted to native place , unfortunately she left us in month of Jan 2021 and after that now looking for suitable opportunity)

About Company:

STP Limited, which is a Berger Paints Group Company is a professionally managed company engaged in Production of raw materials that build the cities of tomorrow. STP boasts 80+ years of trust of its customers Built assiduously through timely delivery of quality products specially Construction Chemicals.

STP has been the leader in the Indian waterproofing / damp-proofing market. Presently we are engaged in

<ul style="list-style-type: none">• Waterproofing & Insulation• Road Surfacing• Pipeline Coatings• Protective / Anti-Corrosion Coatings• Grouts and Admixtures	<ul style="list-style-type: none">• Repair / Rehabilitation• Epoxy and other Flooring• Sealants & Adhesives• Other Construction Chemicals
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Role/Highlights

- **Working as Head of Strategic and Segmented Sales and Heading North and West India Team** for Generating Business through Specific Account Segments.
- Understanding of various businesses and business strategies for the company and develop zonal / regional Strategy Development and program management of top projects in diversified sectors.
- **Responsible for Making Strategy and Generating Sales through Well Qualified Area and Regional Teams** while focusing on Different Customer Segments Like Military / Air force / Navy / MES / Railways / Ports / Dams / Airports Power / Roads / Oil and Gas as Well as Infra Customer and Key Project Accounts.
- **Generating Sales through Government Institutions and Key Civil Projects and Supporting the Front Line Sales Team in Marketing and Project Specifications** through Regional Specification Team.
- Identify opportunities to grow inorganically, Handling Strategic customer accounts and further **developing and Training the Strategic Team** for Segmented Sales and Achieving Desired results.
- **Helping Management in Deciding Key Strategy Initiatives for Result Driven Marketing and Branding And Achieving Segmented Sales Growth.**

Key Deliverables

- Advised senior management of different regions on growing and optimizing their businesses by making Data-driven, actionable recommendations that help them achieve their long-term strategic priorities.
- Advised and Lead operational projects that have regional impact, e.g. sales incentive design, Forecast Modeling, process improvement and automation.

- Increased Sales and Revenue Generation through Segmented Sales with Study Performance of 27% to 30% Growth Each Year and Increasing Penetration and Coverage as per Territories Development.
- Helped HR in Identifying , hiring & developing a Sales and Specification Team of Managers and Associates that supported the Marketing and Sales Activities, including org design, forecasting, territory and Segmentation, Metrics and analytics, sales productivity analysis and tracking.

**Senior Regional Sales Manager at HILTI India Private Limited, New Delhi
Covering West Part of India (3 states)**

**Jan 2012- July 2017
Job Location – New Delhi**

About Company:

HILTI is a Swiss based company working globally based in over 120 countries with more than 28,000 Employees. HILTI makes and design leading-edge construction chemicals, tools and services, which power the construction Industry, offering a 360 degrees service from software for design, products and Construction chemicals used in Wide range of construction and Industrial applications.

Role/Highlights

- **Accountable for the development and implementation of strategy for the Region , Successfully Achieved Consistent Growth in Sales Targets, Customer Portfolio / Customer Engagement and Product Margins for About 6 Years.**
- **Responsible for Overall Coaching , Developing and Mentoring Diverse Teams which include Sales, Finance, Logistics, After Sales Repair, Accounts Receivables and Operations. Handled a Team Size of 18 People at a time. .**
- **Attainment of Year on Year growth of over 20 % and Steady performance of organizational profit Targets, increased Customer platform by 30-35% each Year and Customer Engagement by 20-25%.**
- Responsible for Selecting the Right Candidates and Developing a Consistent Coaching Plan for New Hires. Recruited and Coached around 65 Candidates for Western Zone.
- Conferred Sales Management Leadership Award as Best Area Sales Manager of Country and South Asia, consistently 2 years in 2012 and 2013. Won International Trip to Headquarters and Europe for Professional Skills Development.

Key Deliverables

- Planning and Setting Sales Targets/quotas as part of semi-annual planning process , through Team Alignment ,CRM Data, Swot Analysis , Team Experience Matrix , Customer Engagement Tools and Market Trends.
- Mentoring and helping develop junior talent on the team for Succession and Talent Management Pool
- Designing and deploying sales processes that result in disciplined, compliant, scalable and optimized Practices across the field sales team along with other peers at same level.

Other Experiences

Senior Area Sales Manager at HILTI India Private Limited, New Delhi Covering West Part of India (1 states)	Feb 2011- Dec 2011 Job Location – Jaipur, Rajasthan, India
Division Sales Manager at Technical Supplies International LLP Covering Entire Country and UAE	Nov 2009- Jan 2011 Job Location – Muscat, Oman
Area Sales Manager at HILTI India Private Limited, New Delhi Covering West Part of India (1 states)	Dec 2005- Nov 2009 Job Location – Jaipur, Rajasthan, India
BDM at Vermeer Manufacturing USA, New Delhi Covering North and West Part of India	Aug 2004- Dec 2005 Job Location – Gurgaon, Haryana
GET at Ambuja Cements Limited, Rajasthan	July 2003- Aug2004