

SURENDRA R SHARMA

Strategic sales professional with proven ability of managing teams; targeting senior leadership assignments in **Business Develop Management**, Location Preference: **Mumbai, Navi Mumbai, Thane.**

E-Mail: ppankaj15@gmail.com

Phone: +91-7738638094



Profile Summary

- Pivotal professional with **nearly 11 years** of experience in Business Development and Channel Sales, B2B Sales Etc.
- **Presently leading a team of 20 members** & driving them towards process efficiency.
- Built a solid sales infrastructure from the ground up, expanded penetration in new markets, and delivered immediate results producing new business while directing business development, deal organization, and building credibility and rapport with new and existing customer stakeholders
- **Accelerated revenue and profit growth by 25-30%** through the development and implementation of sales strategies including the deployment of new sales teams and services
- **Spearheaded new business opportunities for Domestic and International clients** with expert advice, scalable industrial solutions, and opportunity to utilize turnkey solutions for various industrial needs and requirements; quickly established trusted business relationships with key industrial contacts
- **Built top-performing sales as highest performing Sales leader** industry knowledge to promote key intermediary satisfaction, leading to client retention and organic growth
- **Fostered lasting relationships and promoted organic growth** with distribution intermediaries through value-added strategic analyses and execution of consultative solutions
- **Positioned business growth through Go-to-Market planning, pipeline generation, financial performance, and revenue generation**



Core Competencies

**End-to-End Customer Satisfaction / B2B Sales / Channel Management / Key Account Management / FMCG Sales
Go-To-Market Strategy / New Business Development / Territory and Pipeline Growth / Profit Center Operations / Direct
Sales / Distribution & Sales Operation / Team Building and Leadership**



Education

- PGDM in Marketing from Jagran Institute of Management, KANPUR
- B.Sc. from Kanpur University



Work Experience

Since Jan'16 with Kalyani Industries Ltd.; Presently functioning as Manager- Sales & Marketing

Key Result Areas:

- Managing budgets, sales forecasts & reports as per business plans to achieve maximum sales and enhance business revenue
- Analyzing industry trends & prices on an ongoing basis, conceptualized and proposed interventions like promotional schemes targeted at specific segments / geographies
- Leading business planning and performance management of channel partners, including development and execution of sales plans, local area marketing, staff coaching, recruitment and hosting constructive meetings
- Formulating and implementing a highly collaborative comprehensive strategy across regions and throughout the product lifecycle
- Prospecting and appointing new distributors of Agro and Public Health Chemicals to improve and strengthen the infrastructure as per plan in a fixed time frame
- Visiting all government office for Chemical Sales permission in particular state
- Coordinating on activities that involve sales of manufactured products, services, or other subjects of sale
- Follow-up R & D team for testing report of chemical before dispatched
- Responsible for building brand image of the Product in the Market
- Providing training & educating the distributors sales force regarding company Latest products & Schemes
- Planning & coordinating activities prior to new product launch in the market
- Retaining current customer and strive for higher profitability from them
- Developing and managing relationships with current and potential key customers

Infocom Network Ltd.

Growth Path:

Sr. Territory Manager: Aug'15 – Dec'15

Territory Manager: Mar'15 – Aug'15

Assistant Manager: Jan'14 – Feb'15

Sr. Executive Marketing: Nov'11 – Dec'13

Key Result Areas:

- Provided consistent partner management to ensure partners developed their sales, pre-sales and delivery capabilities in-line with designed strategy
- Worked closely with channel partners to generate new business in existing accounts and in new markets
- Developed & executed customer level engagements that maximized entire customer lifecycle value
- Managed multi-channel marketing tactics (websites, display media, email, direct mail, social media) across portfolio
- Trained channel partner staff; developed channel-wide demand generation programs and tracked results
- Engaged stakeholders including vendors, marketing teams and channel partners to ensure that common goals were achieved
- Performed monthly sales forecasting and competitive analysis to determine accurate performance levels and need for growth into current and additional vertical markets and product categories
- Monitored channel partner capability and capacity management, ensured that appropriate resourcing models were in place
- Managed day-to-day operations & sales for a team of 10 Sales Executives
- Formulated and implemented sales strategies to grow revenue, also lead and supervise the sales team to achieve revenue targets
- Developed sales forecasts, budgets and analysis reports, as well as working closely with customer support team to develop and implement promotional activities and programs
- Build sales pipeline in line with sales targets across the portfolio of B2B brands
- Identified client needs and review their marketing requirements in order to sell tailored marketing solutions
- Managed existing accounts/clients and expand INL's (Infocom Network Limited) client base by setting up online appointment and calling marketing decision-makers and agencies
- Achieved quarterly revenue targets agreed with the Regional Sales Manager in line with brand and group requirements
- Handled operations & IT team to design and manage marketing campaigns including email, online, TM, interactive media and other tactics
- Reported to RM & Branch Manager on closed sales and work on repeat business
- Responsible for selling Premium Packages to the Existing customers of Tradeindia.com
- Prepared daily & weekly reports, MIS Reports- Growth %, comparison, monthly & weekly sales report



Previous Experience

- Oct'10 – Oct'11 with IndiaMART Intermesh Ltd. as Sr. Executive - Client Servicing



Notable Accomplishments

- Trained and developed a team of 20 new sales executives
- Successfully rebuilt business by refocusing sales & marketing strategy on referral and channel relationships
- Developed over 150 channel partners from scratch



Personal Details

Date of Birth: 10th August 1986

Languages Known: English, Hindi & Marathi

Address: A-15 Sneh Bungalow, NSS Road, Dombivali (West), Mumbai - 421202