



## **RESUME OF MR VIKRAM SINGH SONI**

**Name** Vikram Singh Soni

**Address** House No 1358, Phase No. 3b2 Mohali

**Date of Birth** 1975-07-27

**Mobile No** 09888888461

**Email ID** [soni.albertdavid@yahoo.in](mailto:soni.albertdavid@yahoo.in)

**Academic Qualification**  
B.Sc. (Medical) Regular (M.D.S. University. Ajmer)

**Preferred Location:** Chandigarh

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**Current Employer: From 2018-08-16 to date**

**Shivraj Industries      Synergy Paints & Chemical ( Paint & Texture )**

**Category:                      Wall Textures & Coatings Sales.**

**Current Post                      Sales Manager,**

**H.Q.                                      Chandigarh**

**Designation:                      Sales manager**

**Current Job Profile :-**

- Achieve growth and meet sales targets by successfully managing the sales team.
- Design and implement a strategic business plan that expands company's customer base and ensure its strong presence
- Responsible for recruiting, objectives setting, coaching and performance monitoring of sales team.
- Build and promote strong, long-lasting customer relationships by forging partnerships with them and understanding their needs
- Present sales, revenue and expenses reports and realistic forecasts to the management team
- Identifying emerging markets and market shifts while being fully aware of new products and competition status

**Current CTC: Rs 8 Lakhs Gross PA + 0.65% fixed Incentive**

## **Employment History**

### **Albert David Ltd - 20 years service (from December 1998 to 2018-08-15)**

**Category:**                      **Pharmaceuticals Sales.**  
**Designation:**                **Area Sales Manager.**

**H.Q.**                                **Chandigarh**

**CTC:**                                **6.83 LAKHS Gross PA**

### **Key Performance Areas as Area Sales Manager at Albert David included**

- Leading and Managing a team of 4-5 members of pharma sales for Mohali and partly area of Punjab.
- Planning a monthly blueprint for achievement of targets
- Holding Planning and strategic target meetings daily
- Planning and implementation of various sale strategies, for achieving the targets.
- Extensive client research and client servicing
- Responsible for successful product selection and promotion for client and resourceful problem solving abilities.
- Coordinate, develop and streamline field procedures.
- Teambuilding , Motivation and work coaching , Boosting of subordinates moral, work Ethics and knowledge
- Undertook extensive work tours throughout the country for achieving target purposes

**V.H.B. PHARMACEUTICAL PVT. LTD.-**  
**Medical Representative Sriganaganagar H.Q.**  
**(from 1 may 1997 to dec. 1998)**

**Job Profile**

- Responsible for the implementation of various sales strategies for achieving the target.
- Undertook extensive tours for above mentioned purpose

**TRACK RECORD:**

I hold a successful track record as can be deduced from the figures below.

I work smart. My positive efforts, good personal presentation, excellent product knowledge, after territory knowledge ensure time-outs expedition of the desired targets.

This is indicative by the figures below .

Year	Achievement	Growth to organization
2022-23	127.39%	59.28%
2021-22	113.67%	54.64%
2020-21	116.8%	25.12%
2019-20	118.65%	18.65%
2018-19	130.7%	30.7%
2017-18	58.4%	-18.6 % ( G.S.T. implementation
2016-17	101.9 %	14.8 %
2015-16	94.7 %	10.5 %
2014-15	94.6 %	08.6 %
2013-14	94.5 %	25.7 %
2012-13	84.6 %	16.4 %
2011-12	97.8 %	16.6 %
2010-11	98.7 %	14.7 %
2009-10	98.1 %	13.9 %
2008-09	100.3 %	20.0%
2007-08	100.3%	27.8%
2006-07	103.7%	14.1%
2005-06	114.0 %	80.4%
2004-05	101.7 %	30.0%
2003-04	102.5 %	29.0%
2002-03	96.2 %	23.6 %
2001-02	75.5 %	08.7 %
2000-01	92.0 %	88.3 %

## **SUMMARY**

I have a passion for my work success and achieving my targets.

Further I have an enviable stellar track record of over 26 years in marketing and sales.

Currently I am the Sales Manager with “Shivraj **Industries**”- Synergy Paints & Chemical.

I boast a daunting twenty years of uninterrupted service with Albert David Pharmaceutical Ltd with an unmatched sales record .

My strengths include :-

Innovative Ideas, Leadership Qualities, Quick and Accurate Decision making, energetic, result -oriented, effective communication, interpersonal & man management skill.

My ambition to succeed is enhanced by the fact that my first priority is my duty to work.

Everything else is secondary.

I am an asset to an organization that I serve and pledge to give more than my hundred percent in ensuring success in all fields .

*ORIGINAL SIGNED  
VIKRAM SINGH SONI*

