

VISHAL SHARMA

Area Sales Manager

A result-driven management professional with nearly 19 years of exemplary success in Sales & Marketing, Distribution Management, Key Account Management, and Channel Management. Highly motivated and has experience identifying new business opportunities while maximising existing relationships to increase revenue. Capable of creating and executing marketing and sales strategies. Capable of determining client needs through consultative sales techniques. A recognised leader with a track record of developing, training, and leading high-performing sales teams.

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📍 Dearshani lok C Block 2ND Floor Plot 35 THDC.
Dehrakhas Dehradun- 248121

CORE COMPETENCIES

Revenue And Profit Maximization Strategic Account Development Business Development Sales & Marketing
Leadership Development Budgeting Relationship Management Product Marketing Inside Sales
Customer Service Inventory Management Time Management Project Management Strategic Planning
Personnel Management Channel Management Territory Management Forecasting Key Account Management

PROFILE SNAPSHOT

- Competent in conducting in-depth analyses of markets, industry trends, competitors, and clients in order to improve strategic planning and decision making.
- Proven success in organising marketing/sales promotional activities as part of brand building and market development efforts by mapping target customers
- Competent in developing and executing a territory sales plan that meets or exceeds established sales quotas and contributes to the Company's revenue and profit targets.
- Expertise in developing new business partners to increase product market reach and coordinating with dealers to help them promote the product.

WORK EXPERIENCE

Area Sales Manager Berger Paint India Ltd -Dehradun

01/2017 - Present

Achievements/Tasks

- Supervising the territory's total sales activities; ensuring proper communication of schemes and implementation of the company's budget; training new members of the sales force; monitoring performance of various sales personnel and comparing it to the month's objectives
- Reviewing entire inventory lists on a daily basis to keep track of inventory flow, which helped with better sales planning. Expanding the distribution network in order to penetrate the urban and rural markets in search of new opportunities and to broaden the product's appeal.
- Participating in conferences, group meetings, trade shows, and exhibitions to present company products. Providing marketing assistance with the allocation of marketing collateral, public relations activities, product launches, and other projects.
- Handling Branch and team depot operation, Dispatch timely, Stock maintain. Arrangement, Gift distribution and on roll, off roll employees working. Channel Network, focus small town, spread, new product placement
- Monitoring with the Retail Project Sales Officer and the Prolink Sales Team. Roorkee, Uttarakhand, has a new segment distributor. Scheme redemption event programme management. New Product Placement (C.C. & Accessories, Decorative products) with successful achievement of dealer spread target.
- Performance evaluation of the sales team and dealers, dealer grading, and periodic review. Handling 7 gold card dealers, 4 silver card increases, and 11 silver card and 45 Stallion category. Implemented 25 to 30 new dealers per year on average.



WORK EXPERIENCE

Area Sales Manager

Kansai Nerolac Paint Ltd (Agra)

11/2015 - 12/2016

Achievements/Tasks

- Accountable for achieving the required direct distribution plan, desired availability and visibility, and meeting monthly territory targets. Ensured that input and output parameters are tracked on a daily basis. Increased output and created a consumer network distribution.
- Ensured complete coordination and implementation of the company's strategies. Led and motivated the field force, provided regular feedback to line manager and HO on market information and development. Established contacts with distributors, key retail outlets, and retail chains.
- Branch and team depot operations were handled. Channel Network, small-town focus, spared, new product placement. Dealer grading, market mapping, and periodic network development reviews.
- Organized sales, brand promotion activities, and a customer awareness campaign. Successfully launched the new product in the market, despite the fact that the product is new to the market.

Area Sales Manager

ACRO PAINT LTD. (Dehradun, U.K)

12/2013 - 11/2015

Achievements/Tasks

- Key dealer management, Understanding of dealer behaviour, Conversion of competing dealers, and Growth at dealer counters. Monthly plan : Territory wise, Dealer wise planning, Security Deposit planning, New dealer appointment plans, Predefined Journey Planning for Territory Leaders.
- Understood policies, schemes, and incentives, as well as long-overdue analysis. Understood the Monthly Review, as well as all possible reports (collection and presentation), Understanding Management Information Systems.
- Understood category-specific potential and growth opportunities: Category-specific promotion planning, customer meet organisation, capturing market share
- Dealer management for monthly sales targets. Identified, selecting & appointing dealers and development of retail/dealer sales channel. Responsible for the TPS (Trade Promotional Scheme), its circulation, implementation and closure
- Set up operational infrastructure, processes, and overall territory control. Inventory management for dealer vouchers, credit notes. Dealer performance evaluation, grading, and periodic review
- Dealer grading, market mapping, and periodic reviews for network development; Sales, Brand Promotional activities, and Customer Awareness Program organisation



ORGANIZATIONS

JOTUN INDIA PVT. LTD. (Jotun Paints)
(04/2011 - 11/2013)

Assistant Manager (Decorative sales)

BERGER PAINTS INDIA LIMITED (08/2005 - 04/2011)

Senior Sales Officer (SSO) AGRA DEPOT

TIRUPATI FOAM LTD. (06/2004 - 07/2005)

Sales Officer - AGRA

RAJDOOT PAINTS (DIV OF BERGER PAINTS INDIA LTD.)
(04/2003 - 06/2004)

Project Sales Promoter (PSP Agra)



EDUCATION

MBA (Marketing)

Hindustan Institute of Management & Computers Studies

2003

BBA

All India Ist. Management & Technology, Agra

2000



LANGUAGES

English

Full Professional Proficiency

Hindi

Full Professional Proficiency