

VISHAL LALOTRA

TRADE MARKETING OFFICER

PERSONAL PROFILE

Extremely motivated, confident & result oriented professional with nearly 5+ years of exhaustive field experience in Business development, Retail Sales & Marketing.

CONTACT

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EDUCATION

- Chandigarh University Masters in Business Administration, 2016
- Jammu University, Bachelors in Commerce, 2013
- CBSE Board, Senior Secondary, 2010
- J&K Board, Secondary, 2008

WORK EXPERIENCE

KANSAI NEROLAC PAINTS LTD-TMO

MARCH 2022-PRESENT (CHANDIGARH)

- Efficiently handling team of Six DGA and Secondary Sales Management.
- Fulfilling the KPI's and ensuring the sales objectives are met in time.
- Strong understanding of paint and Construction Chemical industry and sales and marketing strategy of paint and Construction Chemical products and Services.
- Driving overall sales and growth of the Trade by planning and communicating schemes, inputs and resources.

WORK EXPERIENCE

AKZONOBEL INDIA LTD-MDO

JUNE 2021- FEB 2022 (LUDHIANA & JALANDHAR)

- Handling Team of 10 CRO's
- Business Development through various Sales Promotion Activities like Shop Meet's and Contractor Meets.
- Demand generation and Secondary target achievement of allocated TTY's.
- Meet, engage and convert large contractors & applicators of competition through site visits.
- Generate demand for new products and ensure usage through training of Painters and contractors.
- Customer relationship Management via site visits, sampling services.
- Lead Generation & Lead Conversion via team.

SKILLS

- Good communication and networking skills
- Successful working in a team environment, as well as independently
- The ability to work under pressure and multi-task
- The ability to follow instructions and deliver quality results
- Analytical & Result Orientated

LANGUAGES

- ENGLISH
- HINDI
- PUNJABI

INTERESTS

- Internet Surfing
- Outdoor Sports
- Weight Training
- Travelling

BIO - DATA

- D.O.B- 25- 11- 1991
- MARITAL STATUS- Married
- SEX- Male
- NATIONALITY- Indian

WORK EXPERIENCE

Pidilite Industries Ltd. CMDI-PP

MARCH 2018 - JUNE 2021 (LUDHIANA & CHANDIGARH)

- Among Top 5 Performer in the Country for two time.
- Best TSI for the Month of May 2018.
- Attained 46% Sales Growth for Chandigarh Territory and 21% for Ludhiana Territory.
- Business Development through various Sales Promotion Activities like SGA's , MDPs and DRM.
- Fulfilling the KPI's and ensuring the sales objectives are met in time.
- Ensuring Primary and Secondary Sales Targets are achieved for the TTY.
- Demand generation and target achievement of allocated TTY's.
- To meet and engage large contractors & applicators of competition/loyal/new through site visits.
- Generate demand for new products and ensure usage through training of applicators and contractors.
- Updation of daily working through I Track & Tracking IMR and Promoters working.

Asian Paints Ezycolour Home Solution, Sales Associate

SEPT 2016 - JAN 2018 (CHANDIGARH)

- Successfully generated the business of 10L+ in a Month in Wood Finishes Contest in APEHS Chandigarh Unit.
- Hands on experience of 1.5 Year in handling direct Sales.
- Identifying prospective customers by using business directories, following leads from existing clients, participating in organization & Clubs.

SELF DECLARATION

I hereby declare that the above said is correct and to the best of my knowledge. I shall be held responsible for any discrepancy in the above said.

Vishal Lalotra