

VARUN MITTAL

AREA SALES MANAGER

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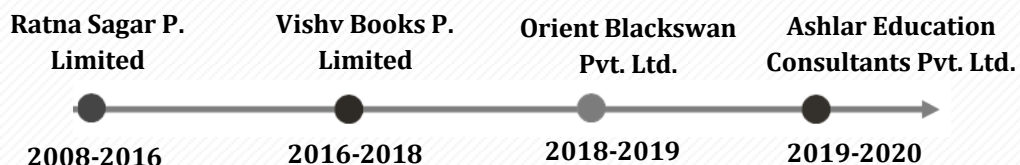
Multi-faceted professional with over 11 years of enriched experience, skilled in blending leadership and sharp planning skills for managing sales & marketing & meeting top / bottom-line objectives preferably in Consumer Durables, Footwear, Lifestyle & Fashion, Tyres, Sanitary, Tiles, Bath Fittings, Paints, Telecom industry

Preferred Location: Delhi-NCR

PROFILE SUMMARY

- Accredited with year-on-year success in delivering extra-ordinary results in growth, revenue and operational performance
- Formulated strategies & reached out to unexplored market segments/customer groups for business expansion
- Drove innovative sales strategy and improved customer experiences by reducing complaints through a consumer focused approach
- **Developed new Business Partners** to expand product reach in the market and coordinated with the dealers to assist them to promote the product; capability in achieving all revenue targets and objectives in-line with the Area Business Plan
- **Track record of attaining consistent yearly growth** both in terms of sales and revenues, as well as developing new clients/ markets, thereby expanding the customer base
- **Developed the overall distribution network in the assigned region by coordinating, managing and monitoring the activities of different distribution channels together while ensuring optimal performance from individual channels**
- Worked closely with other divisions such as product, marketing to build customized solutions pitches for the target market segment while driving the revenue and delivery of these solutions / products
- Created sales plan, forecasts for each product and territory (based on historical data, market trends, competitive activity, promotional strategy and sales effort), realistic costs of operating the sales force; and sales promotion plans and so on
- Played a key role in **developing, implementing and executing** marketing initiatives and activities for assigned brands including campaigns, events and sponsorships

CAREER TIMELINE



CORE COMPETENCIES

- Key Account Management
- Team Leadership & Mentoring
- Budgeting & Cost Optimization
- Customer Service & Excellence
- Sales Life Cycle Management
- Strategic Account Management
- Product Lifecycle Management
- New Business Development & Growth
- Project Management
- Client Relationship Management
- Deal Negotiations & Closing
- Market Trend & Analysis

WORK EXPERIENCE

Sep'19-Mar'20: Ashlar Education Consultants Pvt. Ltd., Noida as Area Sales Manager

Key Result Areas:

- Designing the primary, secondary strategy for the assigned working territory to achieve the targets category wise.
- Delivering top-line and bottom-line revenues of product through its entire life cycle

- Developing, reviewing and reporting on the business development strategy, and ensuring the strategic objectives are well understood and executed by the team
- Leading a network of dealers for sales, building relationship with them and generating business leads to drive their growth
- Ascertain the continuous feedback to the logistics department for the timely transit damages rectification
- Evolving new products and managing growth across category verticals, channel verticals and demographic verticals
- Communicating with Regional Managers and Vertical Heads (DGM & NSM) on price, schemes & product management
- Maintaining dealer network in Gurugram, Western UP & Utrakhnad to understand their requirement timely
- Directing conceptualization & implementation of competitive strategies, developed as well as expanding market share towards the achievement of revenue & profitability targets
- Analyzing gap and working with other team members and suggesting solutions; appointing new channel partners in available market and renewal of non-active dealers
- Raised market awareness among key competitors, drove business growth and increased product features
- Managing market development activities & devising the market strategy for potential product groups for penetration of unexplored market segments
- Exploring complex business challenges and making high-stakes decisions using experience-backed judgment, strong work ethics & irreproachable integrity
- Ensure timely submission of reports, competitive activities, MIS handling

Sep'18-Apr'19: Orient Blackswan Pvt. Ltd., Noida as Area Sales Manager

Key Result Areas:

- Maintained business relationship with trade partners for continuous business growth
- Accountable for maintaining relationships with the existing customers and more importantly grow the market with new business development according to the strategic plan
- Provided market information and other activities on competitors (schemes, offerings) and product (quality) to marketing team on regular basis
- Steered diverse responsibilities in implementing corporate guidelines at dealerships to maximize sales & accomplish revenue and collection targets
- Acquisition of new accounts (including large accounts) and retention of existing portfolio
- Managed contract renewals and compliance related activities and all official communication channels with clients
- Prepared annual sales volume & targets for different sales channels and coordinated with product development team for technical evaluation of competition product
- Ensured monthly account reconciliation and settlement of distributor/direct dealers and evaluated performance of existing dealer, distributors, retail trade partners
- Ascertain the effective coordination with logistics for ensuring adequate product stocks at the dealership end
- Handling the Category P&L management and assume responsibility for the growth of respective category
- Identify Key Accounts in the area, influencer network in key accounts and generate sales to tap the business
- Dealers network expansion to drive sales growth and regular checking of financial health & NOC on monthly basis.

Oct'16-Aug'18: Vishv Books P. Ltd, Ghaziabad as Territory Sales Manager

Key Result Areas:

- Establishing new channel, extracting more from the existing channel, , managing P&L for the entire business with the team of 5 peoples.
- Communicated professionally with customers on new products & service offerings to maintain long term relationship
- Improved and developed business relationships by connecting with clients and merchants; conducted constant follow-up on their feedback
- Conduct regular sales review meetings with team for identification of issue affect target achievement and discuss the sales trends & best practices
- Assesses market competition by comparing the company's product to competitors' product
- Led senior level negotiations, optimized contractual opportunities which resulted in long-term supply arrangements & ensured secondary sales
- Regular coaching, Training to sales team and motivate them to improve performance.
- Ensured collation of weekly sales report from salesperson and submitted on a regular basis to reporting manager
- Formulated strategies according to the competitors working in the assigned territory to achieve the sales target & building brand of the company
- Worked with various teams like accounts, distribution, marketing, external vendors to manage operational issues such as orders fulfillment, external partner relationships, accounts settlement, debtors & creditors management & other compliances
- Created differentiation for the assigned products and spearheaded their positioning for various target segments

Oct'08-Sep'16:Ratna Sagar P. Ltd., New Delhi

Growth Path:

Sales Representative **2008-2010**
Sales Executive **2011-2013**
Sr. Business Executive **2014-2016**

Key Result Areas:

- Developing business plan & sales strategy for the market that ensures the attainment of company revenue goals & profitability
- Maintained strong customer relations by effective after-sales coordination
- Managed sales & marketing operations; implemented promotional activities, promoted company products through innovating marketing and persuasion
- Developed marketing strategies, studying the elements in a sales promotion plan considering Dealers preference to drive business volumes through Channel Sales
- Identify potential markets and ensure that strong relationships with existing customers are maintained
- Conduct effective & accurate market research and apply this information to increase market share
- Determined prospective clients, generated business from new accounts & developed for achieving consistent profitability
- Communicate regularly & effectively with customers to seek input for product & service and resolve day to day operational questions/issues.
- Conceptualize implement sales promotional activities such as Dealer meet & demonstration as a part of brand building market development effort.
- Channel & network development for new market penetration and increase sales volume.
- Analyze review the market response/requirements and communicating the same to the marketing teams for coming up with new launches

 **IT SKILLS**

- MS Office (Word, PowerPoint and Excel)
- Operating System: Windows 7 & more

 **EDUCATION**

- **MBA (Marketing & Finance) from Uttar Pradesh Technical University, Lucknow in 2008**
- **B.Com. from Kurukshetra University, Kurukshetra in 2005**

 **PERSONAL DETAILS**

Date of Birth: 27th December 1984

Languages Known: English and Hindi

Address: Flat No. 001 UGF, Saubhagya Apartment, 428A /12, Krishna Colony, Near Geeta Bhawan, Gurugram -122001 (Haryana)