

Sandeep Sharma

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PERSONAL DATA

Date of Birth 27th Feb 1970

Marital Status Married

SALES EXPERIENCE – 25 Years

CURRENT EMPLOYMENT



Prism Johnson Limited

Zone Business Head - WEST

Sales & Sales Administration

reporting to President Sales – Tiles

SBU based @ Mumbai

PREVIOUS EMPLOYERS



CORE COMPETENCIES

Sales Management & Strategies

Market Research

Product Management

Business Development

Brand Management & New Product

Market Communication

People Management

Key Account Management

EDUCATIONAL QUALIFICATION

PGDBM distant learning – S&M

M.COM taxation

TECHNICAL SKILLS:

Working knowledge of SAP, SAP BO,

M.S Office, Data analytics.

COMMUNICATION ADDRESS

Flat D1-206, Balaji Skyz, Napinia, Gram

Pipliya Kumar,

Near Bhawnas' Prominent School.

Indore – Madhya Pradesh

PROFESSIONAL EXPERIENCE

For over 25 years of selling experience in Building Material Industry, with leading brands and reputed organizations, I have always made it a priority to continuously develop my managerial skills and business acumen with an eye towards the future.

Sales and marketing of different products has provided me with an opportunity to gain wide experience in sales and marketing systems, strategy formulations, meeting organizational aspirations and goals, team building & leadership qualities. To demonstrate my ability to successfully lead the team and develop the discipline required while standing in the center of the storm.

I have excellent written and oral communication skills, which enables me to deal with people effectively. In my current position I have frequently had to meet tight deadlines and organized my workload efficiently. I have experience of working independently, but prefer to work closely with colleagues as part of a team.

Strategic Role:

New business development & Brand Building Strategies by Identification and segregation of potential Market Segments

Revenue generation through new account development and key account management & to provide market feedback to the company leadership regarding competitive offerings, prospect needs and generate product development ideas.

Take ownership of the management of the sales and marketing functions of the business. Drive increased revenue and profit to achieve the Company's ambitious growth.

Working to stringent targets with a professional and knowledgeable approach to each new business vertical

Planning and coordinating the implementation of business plans and the penetration of new markets.

Operational Role:

Vertical Head –150+ Cr for PORSELANO- Pan India from Feb'17 to April 19



Identifying & developing product strategy.

Preparing development project for new products & Periodic reviews.

Market launches & promotional strategies.

End to end product life cycle & achieving budgeted sales volumes.

P&L for vertical, Capacity utilization, Contributions, Team Management.

Zonal Business Head – 400+ Cr for Western India – April 19 onwards



Responsible for achieving Sales, Collection & Inventory management targets

Defining the exact marketing processes and responsible for executing the same.

Monitor market Intelligence within the industry in terms of market development, new projects, competitive activity, new customers etc.

Provide necessary training to sales team as and when needed. Monitoring & evaluating the performance of sales team by guiding them to move in proper direction

Organizational Role

Enhance organizational effectiveness through setting up appropriate marketing strategies, consistent follow-through & resourcefulness in order to achieve organizational goal & look to the future for change opportunities.

SALES EXPERIENCE



May 1991 to October 2005

Office Assistant – May 1991 to March 1996
– Jabalpur – MP

Territory Sales in charge – April 1996 to
March 1998 – Jabalpur – MP

Sr. Territory Sales In charge – April 1998
to March 1999 – Jabalpur – MP

Sales Supervisor – April 1999 to May 2004
– Indore – MP

Sales Officer – May 2004 to October 2005
– Gwalior MP

October 2005 to May 2012



Area Sales Manager – October 2005 to
August 2007 – Delhi

Areas Sales Manager B+ September 2007
to August 2008 – Delhi

Regional Sales Manager – September 2008
to October 2009 – Indore- MP

Divisional Sales Manager – October 2009
to May 2012 – Ahmedabad; responsibility
of Rajasthan, Gujarat, Madhya Pradesh

May 2012 to May 2016

General Manager Sales @ W3



Chief Manager – Soldier Paints – PAN
INDIA from May 2016 to Feb 2017



Roles & Responsibilities

Sales Planning & Administration

Involves planning for annual sales in the branch, of Sales volumes & value / seasonality / product mix / inputs / collections along with the implementation of such plans and controls.

Prepare monthly targets and assign them to the respective branches & draw out a detailed coverage and growth plan for each Branch.

Identifying potential markets and developing strategies to ensure optimum Numeric Reach, Weighted Reach, Extraction & market share.

Enhance Penetration (By Monthly Scheme Designing and increasing secondary sales with help of various promotional activities related to consumer and influencer).

Marketing

Playing an active role in execution of local level marketing initiatives along with managing new product, concept launches in the branch area. Conceptualization and implementation of promotional exercise to promote the product and services of business

Materials Planning

Both Asian Paints & Nerolac Paints had a highly sophisticated system for materials supply management. Managing the same and maintaining appropriate inventories of over 2000 different Product-Pack-Shade combinations is Divisional Manager's responsibility.

Network & Man management

Enhancing selling skills of Area Manager by providing them adequate input on product information, training and personal development Formulating steps to enhance dealer's effectiveness and acting as an integrating factor between the dealer and organization.

Review team performance, instituted corrective action; impart training guidance to the team & monitoring productivity and identifying opportunities for development

People reporting includes 14 Area Sales Manager / 1 Commercial Manager / 1 Project Sales Manager / 8 Commercial Executives / 54 Territory Sales In charges / 13 Project Sales In charges

Launch of NEW brand – Soldier Paints – A division of Kansai Nerolac Paints Limited; Pan India

Potential assessment & Market Survey for the category to be launched.

Cross functional harmonization

New Product Development

Equivalent Contributions, Pricing & Scheming.

Market segmentation and launch strategy agreement

Marketing calendar & Launch plan

Production planning

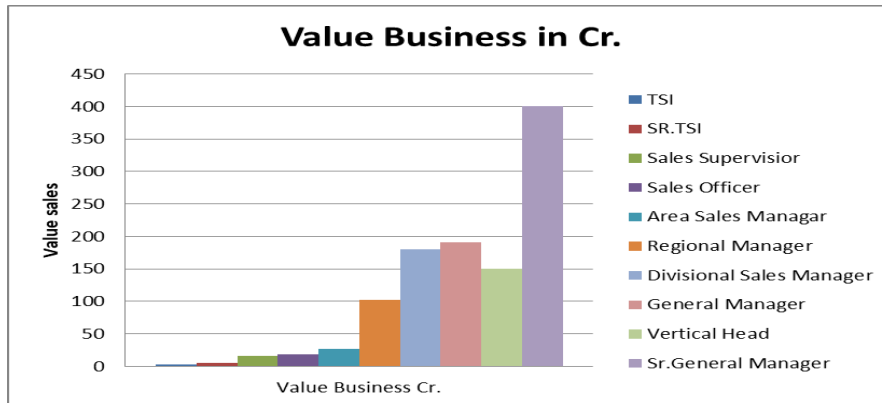
Man Power recruitment

Distribution Network analysis and appointment

Product review from market and corrective actions

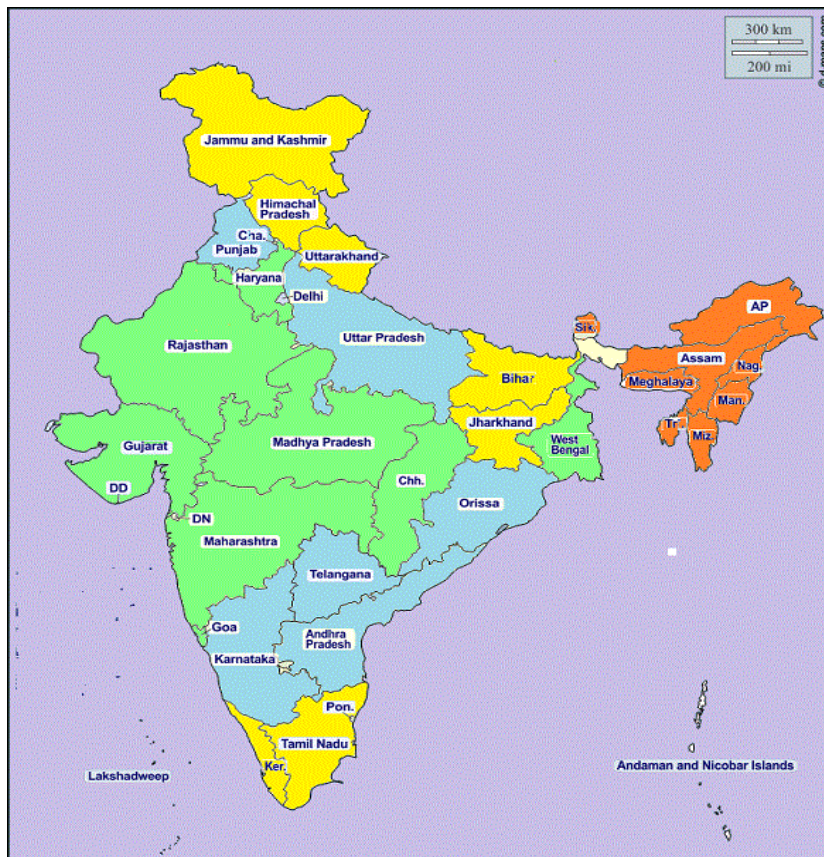
Brand Launch PAN INDIA in 11 months to generate sales of 72 CR.

Value business Handeled in all assignments starting as a Territory sales officer to Sr. General Managar Sales.



Exposure of Handling PAN Inida..

Deep Roots	Moderate Exposure	Limited Exposure	Occasional Exposure
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Linked IN

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