

**SUBIR SINHA**

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**Senior Professional  
Sales Operations**

*Characterized as a keen Planner and implementer with excellence in channel management and sales operations Skills With Focus on accomplishing organizational goals*

**PROFILE SUMMARY**

- A competent professional with **over 12 years** of experience in sales operations, revenue expansion, channel & distribution management; domain expertise in telecom prepaid sales operations and building material Sector.
- Proficient in contributing towards enhancing the required sales target; networking internally to maximize opportunities and developing solutions to meet business needs
- Proven track record of exploring new markets, managing sales operations, establishing distribution networks & achieving desired goals
- Showcased excellence in leading key business initiatives & strategies to meet changing customer needs/expectations, thereby resulting into high level of customer satisfaction and increase in market share, sales volume & added bottom line
- Experience in leading business planning & performance management of channel partners, including development & execution of joint sales plans, local area marketing and hosting constructive meetings
- An effective leader with excellent communication, negotiation and relationship building skill.
- Drive Monthly Target of 3cr. in all KPI Primary, Secondary and Tertiary month on month.

**KEY SKILLS**

~Sales & Service Operations	~ Forecasting & Sales Analysis	~Client Acquisitions & Retention (Prepaid)
~Channel & Distribution Management	~Strategic Planning	~ Client Relationship Management
~Revenue Expansion	~Team Management	~Liaison & Coordination

**WORK EXPERIENCE**

**Since Jan 2021 to till date**

Currently working with As **Sr. Area Sales Manager** in **Century Plyboards India Limited** (Handling with Area of 4 Districts Nashik, Ahmednagar, Dhule & Jalgaon)

**Century Plyboards India Limited working Key Result Areas:**

- Identifying & developing channel network for business expansion
- Looking after the activities related to influence & specifier accounts to create brand awareness of company's products and generate genuine mesons for defined area.
- Carrying out activities related to sales planning, dispatching of Tiles,
- Monitored 3 sales members in the territory for leads, customer handling, Complaint handling etc.

**Jan '20 to Dec' 20      Reliance Jio Infocomm Ltd**

- Managing activities related to Jio Mobile and Prepaid & Postpaid buseness and revenue.
- Distribution Handling, ensure Primary Secondary and Tertiary target 100%.
- Leading & mentoring a team of 2 distributors , 1 JPL ,2 CL ,7 JPM & 7 JPAM working on achieving the assigned sales targets.

**Highlights:**

Top 5 Best MSL ( Mobility Sales Lead) in Nashik at 1time

**May'17 to Jan' 20     Shree Sant Kripa Appliances Private Limited., Nagpur as Area Sales Manager  
( Samsung Mobile and Accessories )**

- Leading & mentoring a team of 2 distributors and 9 salesmen working on achieving the assigned sales targets
  - Handling all Samsung Mobile and its distribution network in the Sellin & Sellout
  - Execute activities for development of new retail outlets and distributors.
  - Manage lead generation, track information of new & potential clients.
  - Monitor competition and devise effective counter strategies.
  - Build & strengthen relationships with Key retailers.
  - Communicating information on corporate initiatives, schemes etc to retailers for
  - Monitoring & support distributors to control diversification / sales outstanding by
  - Controlling stock levels by maintaining the supply of all products to the distributors.
  - Maintaining daily sales and revenue reports.
  - Team handling of Pilot Sales Men's.
  - Giving plans and training front line to achieve their targets.
  - Motivating Team members to achieve desired goals.
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- Leading & mentoring a team of 2 distributors , 2 TSM , 7 TSE & 7FOS working on achieving the assigned sales targets.

**Highlights:**

- Top 3 Best ASM in Vidharbha at 3times .

**Sep'15 to May'17     Aircel Ltd., Satara as Assistant Manager (Pre-Paid Sales)**

**Role:**

- Leading & mentoring a team of 12 distributors and 8 salesmen working on achieving the assigned sales targets
- Managing activities related to pre-paid business operations, acquisitions and revenue
- Supervising & ensuring targets assigned by the organization to the teams are achieved
- Spearheading the key outlets and providing solutions to their problems/issues

**Highlight:**

- Performed dedicated sales such as door-to-door activities to increase the revenue for the company

**May'11 to Sep'15     (Uninor) Unitech Wireless Pvt. Ltd., Jalna as Territory Sales Manager**

**Role:**

- Managed activities related to pre-paid GSM business operations, acquisitions and revenue
- Developed new retail outlets and distributors for the company and communicated information on corporate initiatives & schemes to the same

**Highlights:**

- Received Young Achievers Award from CHRO in 2014
- Bagged Outstanding Performance Award in Six Circle in India; working on the Project-Continue the Journey to Excellence
- Attained Best TSM Award 9 times and Market Ka Shansha Award in M&G
- Participated in Uninor Run, Pune in Jul'12

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**PREVIOUS EXPERIENCE**

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**Sep'10 to Apr'11     Vodafone Essar Cellular Ltd., Satra as Territory Sales In-Charge**

- Managed activities related to pre-paid GSM business operations, acquisitions and revenue
- Developed new retail outlets and distributors for the company and communicated information on corporate initiatives & schemes to the same

**Aug'08 to Aug'10     Virgin Mobile (Virgin Buddy), Pune as Buddy**

**Highlights:**

- Bagged Silver Medal for selling the highest number of connections for Virgin Mobile in Maharashtra (Oct'09 to Dec'09)
- Ranked No.:1 for consecutive 9 months for maintaining the clear data of customer's new connections

**EDUCATION**

2011	P.G.D.M in Marketing from Genteel School of Business & Economic, Pune
2004	B.Com. in Accouting from L.N.T. College, Muzaffarpur, (Bihar University)

**EXTRACURRICULAR ACTIVITIES**

- Honoured for being the Captain of school Cricket Team
- Attained Runner-Up Position in Inter-College Chess Competition in 2000

**IT SKILLS**

- Operating System: Window 8/7, Vista, XP & 2000
- Software: MS Office 2010/2007/2003

**PERSONAL DETAILS**

<b>Date of Birth:</b>	1 <sup>st</sup> March 1984
<b>Languages Known:</b>	English and Hindi
<b>Mailing Address:</b>	Flat num 08,Godavari Height, Suchintan Paramount, pakhal Road, Near Ashoka School, Nashik, Maharastra 422001