

SNEHALI PATIL

An enthusiastic & high energy-driven professional, targeting challenging assignments in **Distribution / Retail Management** with an organization of high repute



Location Preference: Mumbai, Hyderabad & Pune

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Profile Summary

- 🎯 **MBA (Marketing) qualified** from **Mumbai University** with **nearly 2 years** of experience in **Distribution Management & Retail Management**
- 🎯 **Currently seeking** for job opportunities in sales & marketing
- 🎯 Developed **sales plans, forecasts** for each product and territory (**based on historical data, market trends, competitive activity, promotional strategy and sales effort**)
- 🎯 Conceptualized & implemented product promotion plans, provided customer support for driving business operations across assigned regions; steered all aspects of **marketing** including product enhancements, competitive analysis, market forecast, re-pricing & repositioning
- 🎯 Identifying and networking with financially strong and reliable channel partners, resulting in deeper market penetration and reach
- 🎯 Track record of achieving market share and revenue growth **Retail organizations**
- 🎯 Skilled in developing dealer network and training of sales personnel under the distributor and dealers
- 🎯 Skilled in filing **Monthly Operating Report (MOR), Permanent Journey Plan (PJP) & DSE incentive tracker report**
- 🎯 Successfully generated monthly sales of around **1.6 Cr per month** and provided **100% resolution of warranty claims**
- 🎯 Hands-on exposure in assisting the team with opportunity **identification and proposal development including development, education and nurturing of channel partners**
- 🎯 Directing productive cross-functional teams using interactive and motivational leadership that spurs people to willingly give 100% effort
- 🎯 Latest job was **Territory Lead Retail & Territory Lead Distribution** with **CEAT Tyres**

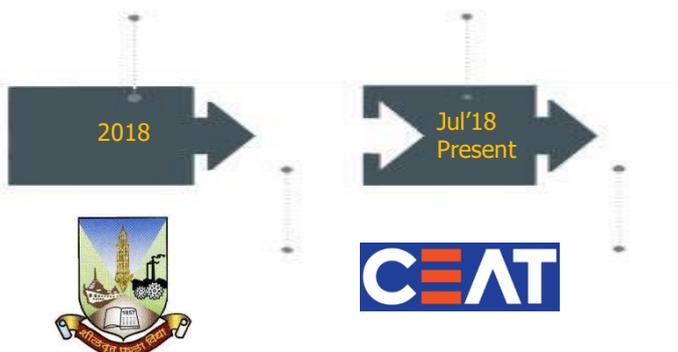
Education

- 🎯 **MBA (Marketing)** from Mumbai University with 73.82% in 2018
- 🎯 **B.E. (Electronics Engineering)** from Shivaji University, Kolhapur with 72.81% in 2015
- 🎯 **12th** from Maharashtra State Board with 63.33% in 2010
- 🎯 **10th** from Maharashtra State Board with 87.53% in 2008

Timeline

MBA (Marketing) from
Mumbai University

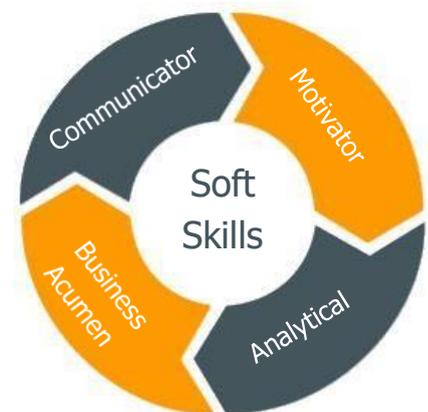
CEAT Tyres



Core Competencies

| | |
|----------------------------------|------------------------------|
| Retail Management | Multi-Channel Marketing |
| Sales | Territory Expansion |
| Relationship Building | Reporting & Documentation |
| Distribution / Dealer Developmen | Team Leadership & Management |

Soft Skills



IT Skills

Microsoft Office Suite

Personal Details

Date of Birth: 11th June 1992

Languages Known: English, Hindi & Marathi
Present Address: Flat No. 701, B-2, Lokmilan Society, Chandivali, Powai, Mumbai-400072, Maharashtra

LinkedIn: <http://linkedin.com/in/snehali-patil-44b7a190>

Organizational Experience

Jul'18–Apr'20 with CEAT Tyres

Growth Path/Deputation:

Jul'18-Jan'19 as Management Trainee with CEAT Tyres, Nagpur & Ahmedabad

Jan'19-Oct'19 as TLD (Territory Lead Distribution) with CEAT Tyres, Mumbai

Nov'19-Apr'20 as TLR (Territory Lead Retail) with CEAT Tyres, Mumbai

Key Result Areas:

- Ensuring effective utilization of marketing budgets and designing campaigns for channel as well as end customers
- Performing competition analysis, rolling out new retail stores/channel, increasing SOW in existing stores and undertaking merchandizing functions
- Leading business planning and performance management of channel partners, including development and executing of sales plans, local area marketing, staff coaching, recruiting and hosting constructive meetings
- Providing consistent partner management to ensure partners developed their sales, pre-sales and delivery capabilities in-line with designed strategy
- Coordinating stakeholders including vendors, marketing teams & channel partners to ensure that common goals are achieved

TLD (Territory Lead Distribution)

- Leading a team of 6 DSEs from 3 distributors in order to generate sales from around 450 retail counters in Mumbai
- Conceptualizing & implementing sales plan to DSEs on a daily basis for both primary and secondary sales as well as tracking lines
- Monitoring total sales value, category wise quantity at each counter, % check-ins & productive calls on daily basis
- Reviewing and reporting data extracted from DMS to optimize the team's productivity by taking timely action
- Enhancing the Lines of DSE per day and coordinating the distributor to encourage them to attain maximum incentives as well as improving the beat productivity and viability regarding expenses by distributors to provide healthy ROI
- Drafting Monthly Operating Report (MOR), Permanent Journey Plan (PJP) & DSE incentive tracker report and promoting digitization through monitoring and augmenting use of Sales Force Automation to improve efficiency
- Ensuring timely delivery of the orders and stock availability at distributors through effective management
- Conducting two sub-dealers meetings as a part of BTL marketing activity to increase CEAT's brand awareness

Distribution Realignment

- Examining market potential of motorcycle & scooter Tyres in Gujarat using population based bottom-up approach and computing market size district-wise and CEAT's share in 2-wheeler market using appropriate assumptions
- Analyzing the number of Distributors, Sub-Dealers and Distributor Sales Executives (DSE) in Gujarat area
- Preparing:
 - District-wise plan of number of distributors, sub-dealers & DSEs to achieve planned market share
 - Territory Intelligence Report (TIR) to do customer profiling and identifying potential prospects

Territory Lead Retail:

- Contributing in resolving customer issues and enhancing their business by working closely on low performing customers and new customers
- Conducting regular follow-ups to explain the benefits which helps in converting new prospects into direct dealers or CEAT Shoppe
- Sharing quarterly schemes and dealership policies to the prospects, analyzing and resolving their queries
- Performing BTL marketing activity: organizing 'Taxi Fleet Owners' meet to explain the CEAT schemes and benefits
- Conducting WhatsApp campaign for taxi fleet owners to grow awareness regarding rate and service discounts
- Performing existing channel productivity merchandising-5S, Taxi Fleet Sales, Appointment of new CS as well as generating Footfall through BTL activities & Google My Business

Highlights:

- Successfully led monthly sales of around 1.6 Cr per month and provided 100% resolution of warranty claims
- Steered efforts in attaining 100%+ target in February & June 2019 as well as achieved 96% and 88% in Q4 FY19 & Q1 FY20
- Led 19% YoY growth in secondary sales in Q4 FY19 & 7% YoY growth in secondary sales in Q1 FY20
- Contributed in implementation of changes in the distribution structure up to 60%
- Worked as a part of the team that won The Best RO Award in West 1 Zone in CEAT and won a trip to Bangkok

Summer Internship

May'17-Jul'17 as Summer Intern (B2B Sales) with DHL Express (I) Pvt. Ltd.

Key Result Areas:

- Contributed in generating leads, exploring potential customers and identifying reasons behind Signed Not Traded (SNT) customers
- Provided solutions to overcome the challenges of SNT customers after conducting competitive scenario analysis
- Successfully converted 97 First Time Buyers (FTBs) from 700 companies with estimated revenue of 3.47Crore per year

Extracurricular Activities

Secured:

- 94.83% among 69,319 candidates in MAH CET 2016 conducted by the Govt. of Maharashtra
- State Rank 14th in State Level Scholarship Exam 2002; District Rank 8th in State Level MTSE Exam 2007

Attained 1st prize in:

- Paper presentation at Walchand College of Engg. Sangli and in PIONEER at KIT's COEK 2015
- Intra-college girls Arm Wrestling Competition; Coordinator of annual sports event Challengers 2016

Contributed as a part of:

- Inter-college Girls Volleyball Team of KIT's COEK; attained 1st prize in intra-college girls Cricket Tournament 2014
- National Service Scheme (NSS) and Indian Society for Technical Education at KIT's COEK 2015