

SHARAT J R

Territory sales manager

sharathjr95@gmail.com ✉

08904133276 📞

shrinivas nagara 4th cross, hadadi road, davangere, India 📍

A passionate marketing guy, who wants to work in a renowned organization to contribute towards the growth of the organization by utilizing my skills and knowledge and further my personal capabilities by learning from the new exposure within the structured framework of the organization.

WORK EXPERIENCE

Territory sales manager MSIPL

11/2020 - Present

DAVANGERE

FMCG

Achievements/Tasks

- Looking after the SR/DBR and Distributor in particular given territory (Haveri, Chitradurga, Davangere), Ensuring by achieving the secondary, primary targets, Coordinate with SR and distributors for in time transaction
- Handled team size of 9 members and 24 distributor, Achieving primary and secondary sales turnover of upto 1cr, Adding the new whole sale and retail outlets, Solving the Distributor issues with Retailers
- Maintaining the stock norms of SR and distributors, Settle all types of claims of distributor and retailers, Keeping an eye on competitor activities

Marketing Executive MSIPL

11/2019 - 11/2020

DAVANGERE

FMCG

Achievements/Tasks

- Managed the launch and Marketing plan of New product & Planned and managed BTL activities and outdoor marketing for the new product launch, Planned and managed BTL activities and outdoor marketing for the new product launch & Conducted primary market research for new sales scheme development.
- Conducted Rural sales activities. Pricing and scheme design & Formulated new sales strategy for Dish wash bar and Detergent cake through market research, Introducing DMS for Distributor and sales tracking Managed and handled 10 members team for sales development, Executed month to month operational plan for primary and secondary sales
- Planned and managed with the team to execute for channel expansion for increased coverage, Understanding the pulse of market through market visit & Managing and understanding distribution module for rural and urban markets,

SKILLS

Communication skill

Good team player

Multi tasking

Decision making

Time management

Negotiation skill

Research skill

MS world

MS excel

MS power point

Listening

Leadership skill

Conducting market research

Skill

Problem solving

INTERNSHIP

TVS (factors influencing on consumer buying behavior towards TVS Jupiter with reference to davangere city) (01/2019 - 03/2019)

CERTIFICATES

Tally erp9 (06/2016 - 08/2016)

Brand & Content Marketing (06/2020 - 09/2020)

<https://www.coursera.org/account/accomplishments/verify/N3EWELZ3QGXE>

Creating High Impact Campaigns That Tell Brand Stories (07/2020 - 09/2020)

<https://www.coursera.org/account/accomplishments/verify/P7PN65GVBXKP>

Branding and Customer Experience (07/2020 - 09/2020)

<https://www.coursera.org/account/accomplishments/verify/23VNLX2YDTJ>

LANGUAGES

Kannada

Native or Bilingual Proficiency

English

Full Professional Proficiency

Hindi

Limited Working Proficiency

WORK EXPERIENCE

Business Development Executive

Cerebra integrated technology

07/2019 - 11/2019

DAVANGERE

Achievements/Tasks

- Good experience new venture of cerebra integrated technologies dealers appointment, Territory sales management, retail management, Sales management, BTL and ATL promotions, Distribution management, dealers relationship management, advertisement, B2B Sales & B2C Sales handling

PERSONAL PROJECTS

Organization study on VMS fabrics (05/2018 - 06/2018)

Research on consumer behaviour towards organised and unorganised retail shop (07/2018 - 07/2018)

Project on Decline in sales of Nokia mobile (08/2018 - 09/2018)

EDUCATION

Master Of Business Administration

Bapuji Institute Of Engineering & Technology, Davangere

08/2017 - 06/2019

63%

Courses

- MARKETING

Bachelor Of Commerce

Nuthan Institute Of Management, Davangere

06/2013 - 12/2016

56%

Pre University

Chethana Hi-Tech, Davangere

05/2011 - 06/2013

52%

Courses

- E,B,A,C/S