

ANIL SHARMA

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“Over Twenty year of experience in Sales & Marketing, Business development, key Accounts Management, Channel Sales Management and team management as Regional Managerial Position in the FMCG & gems and jewellery industry”

Educational Qualification

▲ One Year P G Diploma in Marketing Management	IMT Ghaziabad	2012
▲ B.Com. Govt. College Hamirpur	Himachal Pradesh University	1993

Key Expertise

Business Development/ Sales

- ▲ Analyzing business potential, executing strategies to drive sales, achieve desired targets.
- ▲ Identifying, business opportunities through market surveys as per targeted and lead.
- ▲

Channel Management & Distribution

- ▲ Developing and managing a network of Channel Partners across assigned territories beyond it.
- ▲ Guiding & training Partners to accomplish set revenue and business targets.

Key Account Management

- ▲ Ensuring speedy resolution of queries & grievances to maximize client satisfaction levels.
- ▲ Maintaining excellent relations with clients to generate leads for further business.

Team Management

- ▲ Creating an environment that motivates colleagues in optimizing their contribution levels.
- ▲ Mentoring & giving Initial Training to the new entrants.

Skills and Core Competencies

- Over twenty years of rich experience in the field of Sales & Marketing, Has requisite professional ability to function effectively in all segments of the market and demographic composition.
- Implement internal control procedures. Applies negotiation skills for resource optimization with simultaneous cost containment.
- Has excellent interpersonal abilities and requisite talent to get along with diverse personalities; tactful, mature and flexible. Believes in participative style of management and ‘Team’ concept. Also, has the maturity and talent to function cohesively with all levels of management and employees in various organizations.
- Has an excellent analytical and problem-solving skill. Possesses high energy level and, has the ability to function effectively while being involved in related elaborate projects along with routine activities.
- Identifies and diligently gets involved in the organization’s objectives and priorities. While being decisive, persuasive and assertive, wins the confidence of his team with care, concern and compassion for them. I am a great motivator and leads team with personal example.

Career Highlights

From September 2017 onwards working as freelancer, supplying gold and diamond jewellery to the leading business houses

Viney Gems and Jewellery Pvt. Ltd.
From March 2016 to August 2017

Business Heads

A auto part manufacturer and exporter was incorporate the jewellery business and was planning ,implementation and control the pan India operation for the gold and diamond jewellery.

Key Responsibilities:

- ▲ Responsible for overall development of business in the territory, through plan and control secondary and primary sales with Distribution Channel and with the help of sales team.
- ▲ Ensuring the daily secondary through beat wise plan with help & guide the down line staff to achieve the same, focusing on new retailers and sub - distributors in interior towns in order to drive the business.
- ▲ To make sure that the distribution of goods take place effectively in time as per the demand.
- ▲ Planning and execution of sales promotion activities and successfully handling all complaints.
- ▲ Scheduling & overseeing activities relating to the launch of new collections in the territory & achieving market share objective.

Liaising with all the key customers and providing all the critical feedback to the higher authorities on regular basis on the market scenario, emerging trends, state of the competition in the territory

Emerald Jewel Industry India Ltd.

Regional Sales Manager-North

From Dec.2006 to Nov, 2007 & From December,2008 to March, 2016

Asia's No.1 Jewellery manufacturing company with approx.3000 K.G. jewellery in a month time and wholesaling the same, apart from this company is operating 4 Jewellery brands called:Ishtaa, Nishtaa, and Corona & FFF with Business turnover approx.Rs.100 Crore.

Key Responsibilities:

- ▲ Responsible for overall Business development in the region, through Sales Planning, Organizing and control the Secondary and Primary Sales through Distribution Channel and with the help of sales team 3 state heads, 7 Area Sales Manager and 21 Sales Officers.
- ▲ Over all business responsibility, Identify area opportunities, potential for a effective sales plan.
- ▲ Set monthly, quarterly and yearly target for each Distributor of my region Achievement & monitor progress of Redistribution value and volume targets.
- ▲ Ensure continuous development of the assigned area and addition of new outlet.
- ▲ Ensure compliance of Distributors with their respective roles & responsibilities
- ▲ Manage and develop individual distributor in an active and profitable manner
- ▲ Ensure the proper and correct execution of sales, discount and trading terms determined by the company.
- ▲ Monitor and minimize the customer complaints.
- ▲ Monitor Distributor's overhead expenses & profitability.
- ▲ Conduct performance evaluation of Secondary Sales Force.
- ▲ Accurate and timely reports on Market intelligence: competitor's activity, price changes and promotional support.
- ▲ Direct involvement with ATL & BTL activities like in shop brandings, flex, Glow sign board And on local advertisement budget.

Achievement:

- ▲ Launched the brand in the UP and Uttaranchal successfully as a state Head and left, and again Joined the company as a State Head for Delhi and Punjab also developed the J&K and H.P and promoted as a Regional Manager –North in 2013.

Bharti Teletech Limited (Motorola Handsets)

Area Sales Manager, Haryana

From Dec'07 to Nov'08

The company is part of Bharti Enterprises: Airtel is a leading telecommunication company, operating in 20 countries across Asia and Africa and 4th largest mobile operator in the World.

Key Responsibilities:

- ▲ Responsible for overall development of business in the territory, through plan and control secondary and primary sales with Distribution Channel and with the help of sales team 4 Mdo, 2 Moto Manager, 16 Moto biz.
- ▲ Ensuring the daily secondary through beat wise plan with help & guide the down line staff to achieve the same, focusing on new retailers and sub - distributors in interior towns in order to drive the business.
- ▲ To make sure that the distribution of goods take place effectively in time as per the demand.
- ▲ Planning and execution of sales promotion activities and successfully handling all complaints.
- ▲ Scheduling & overseeing activities relating to the launch of new products in the territory & achieving market share objective.
- ▲ Liaising with all the key customers and providing all the critical feedback to the higher authorities on regular basis on the market scenario, emerging trends, state of the competition in the territory.

Laxmi Dia Jewel Pvt. Limited (Cygnus)

As an Area Sales Manager (Delhi)

From Dec, 2003 to Nov'2006

The Company is DTC Sight holder ,Second largest exporter of Diamonds from India and launched its national Diamond Jewellery brand called Cygnus with own 12 showroom in India

Key responsibilities:

- ▲ To Manage, Operate and control company own showroom located in Gurgaon and Noida Taking their Daily sales report, manage stock cash and card payments, and dress code of the staff (Recruitment and Sales Training), coordinate promotion and advertisement etc.
- ▲ Supervised these stores from renting to interior and till smooth operation of the same.
- ▲ Setting up Retail counters at leading Multi – Brand & lifestyle stores and Traditional jewelers.
- ▲ Key accounts Management Multi brand stores like Shoppers Stop, Pantaloons, Ebony, and Pyramid.& Globus etc.
- ▲ To enlarge and manage retail network and supervising Sales Officers.
- ▲ Appointing new dealers , building volumes and Implementing the marketing and Promotions strategies.
- ▲ Giving direction to the team by formulating tactics for their territories along with Monitoring and controlling the team with agreed targets.
- ▲ Formulating and implementing incentive schemes for the team.
- ▲ Leading a team of direct sales staff across Delhi & NCR setting up targets for each team member and monitoring the same on weekly bases.
- ▲ Formulating and implementing incentive schemes for the team.
- ▲ In shop Branding & Promotions at Multiband stores and retail market.

Achievement:

- ▲ Institutional sales to corporate like Whirlpool, Nerolac, Air Sahara and Hutch etc.

Hindustan Pencils Limited (Nataraj & Apsara)

Area Sales Manager Delhi

From Jun'1997 to Nov ' 2003

The Company is leader in stationery product, manufacturing and marketing since 1958 in India and the present Business turnover is approx. Rs.560 Crore

Key Responsibilities:

- ▲ Ensure primary and secondary sales through network of distributors as per route plan in assign area.
- ▲ To ensure the visual merchandising of all products and brands with best use of POP.
- ▲ To Ensure that the distribution of goods take place effectively in time as per the demand.
- ▲ Keeping up with the latest data supplied by the company and interpreting, presenting and discussing it with professionals during presentations & organizing exhibitions.
- ▲ Execution of sales promotion activities.
- ▲ Ensure continuous development of the assigned area and addition of new outlet.
- ▲ Ensure compliance of Distributors with their respective roles & responsibilities
- ▲ Manage and develop individual distributor in an active and profitable manner

Achievement:

- ▲ Joined company as Sr. Sales Officer and promoted to the Area Sales Manager
- ▲ Ranked among top 2 performers for achieving targets of promoting Apsara art material in schools.

Personal Information

Date of Birth : 18th January 1973
Father's Name : L./Shri B.L Sharma
Marital status : Married (One Child)