AMIT KUMAR

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**Seeking Middle Managerial Assignments in Sales & Marketing, Business development, Channel Management with growth oriented organization of repute**.

**PROFESSIONAL PROFILE**

* Demonstrated ability of spearheading a team of dealers and sub dealers and increasing business growth.
* Proven track record of increasing business growth and developing new systems for streamlining sales methods.
* Holds distinction of exploring new markets and standardizing sales operations for escalating turnovers & achieving goals.
* Possess excellent communication, interpersonal, analytical and organizational skills with proven ability in team management and client servicing.

**KEY RESULT AREAS**

**Sales & Marketing**

* Implementing set sales strategies for achieving pre defined targets.
* Developing new procedures through analysis of market trends & competitors activities to fine-tune existing selling services.

**Business Development**

* Identifying prospective clients and generating business from the existing, thereby achieving set business targets.
* Tapping revenue-enhancing opportunities through proper business planning.
* Implementing promotional activities for increasing product reach in market.

**Channel Management**

* Interacting and assisting new channel partners / dealers for enhancing sales growth, market coverage and promoting the brand.
* Controlling Stock level by maintaining the supply of all products to the channel partners.
* Analyzing and identifying competitor activities along with devising and implementing various marketing strategies.
* Organizing and conducting mechanic meet, end user meet, dealer conference etc.

**People Management**

* Motivating, mentoring, guiding and monitoring frontlines and second line executives to achieve goals within the set parameters.
* Training, developing and mentoring the sales representatives of dealers and retailers.

**ORGANIZATIONAL EXPERIENCE**

**May’18 till date with CLAIR Electronics (P) Ltd. As ASM UP (West)**

**June’13-April’18 with Plaza Wires Pvt. Ltd. as Area Sales Manager UP (West)**

**Sep’10-May’13 with Indo American Electricals Ltd. as Area Manager (Sales and Marketing) Uttrakhand.**

 **May’ 08-Sep’10 with Indoasian Fusegear Ltd as Astt. Manager (Sales and Marketing) Uttrakhand.**

**Job Responsibilities**

* Responsible for marketing, achieving preset sales target, coordinating with channel partners.
* Ensuring fulfillment of manpower and training requirements in the region.
* Search for new market areas and scout for new dealers in those areas.
* To device plans regarding collections of outstanding amount from the market.
* Co-ordination with the accounts department for the clearance of credit note, sales reports.

**Notable Contributions**

* Achieved 20% Growth over Last year in 09-10 through corporate deals, network growth, campaigns, visibility and ads.
* Re-mapped the whole territory by making the present dealers to grow and supported by new dealer appointments.
* Arranged Training Programmers / Dealers meet.
* Lead and appointed New Dealers in unrepresentative/weaker territories.

#### April06–May08 with ESS ESS KAY ENGINEERING COMPANY LTD. As Area Manager (Sales and Marketing) in UP - West

* Responsible for sales of electrical products through channels as well as projects.
* To organize campaigns and similar events for the company, in order to generate assigned business for the organization.

**Notable Contributions**

* Finalized the supply of the product in one of the largest project in Agra region.

#### October 05 – April 06 with FINOLEX CABLES LTD as Resident Sales Executive in UP- West

Responsible for sales of electrical wires and cables in the territory through channel and project sales.

#### January 02 – October 05 with Havells India LTD as Sales Officer in UP- West

**Job Responsibilities**

* Responsible for achieving preset sales target, coordinating with channel partners.
* Enhancing brand visibility by increasing reach with the help of outdoor advertisements and other promotional activities.
* Identify service issues requiring action in the territory, meeting the service personal and take remedial action to solve the problems.
* To ensure timely collections of outstanding amount.

**Notable Contributions**

* Achieved 600% Growth within three years supported by introduction of new product by the company, institutional sales, project sales, network growth, campaigns, visibility and ads.
* Arranged Training Programmers / Dealers meet.

**ACADEMIC CREDENTIALS**

* Master of Commerce (Accounts and Law Group) from Dr. B R Ambedkar University Agra

**IT SKILLS**

* Conversant with Internet and MS Office Applications.

**PERSONAL DETAILS**

Contact Address : 99, Shatrughanpuri Colony,Kailashpur,Saharanpur-247001.

Language Known : Hindi, English

Phone : +91-9719004576.

Date of Birth : 23rd July. 1977.