# Name: Som Asati Father’s Name: Late Mr.Rajendra Asati

**Career Objective**

To serve in the field of marketing in a well reputed organization and to play a role in contributing to its growth by utilizing my skills and ability. Thereby enhancing my professional skills and also attaining personal satisfaction.

**Permanent address :** 261,opposite sudarshan motors Napier Town Jabalpur Madhya Pradesh-482001

**Marital Status: M**arried.

**Language Proficiency:** English, Hindi

**Contact No. :** +917024300202

**Gender: M**ale

**Date of Birth:** 20/08/1979

**Email:** [somasati10@gmail.com](mailto:somasati10@gmail.com)

**Personal Details:**

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| **Education Qualification:** | | | | |
| **Course** | **Institute/College/School** | **University/Board** | **Year of**  **Passing** |  |
| **B.COM** | R.D.V.V | RDVV Jabalpur | **2004** |
| **HSC** | SARASWATI HIGHER SECONDARY  SCHOOL | MPBOARD  Jabalpur | **1998** |
| **SSC** | SARASWATI HIGHER SECONDARY  SCHOOL | MPBOARD  Jabalpur | **1996** |

**Technical Skills**

* Well acquainted with MS-Office tools like MS-Excel, MS-Word, MS-PowerPoint, Tally etc.

Work Experience

Organization: Trell (B2B sales in cosmetic Division)

Duration: MAY 20 To APRIL 21

Role: TEAM LEADER (ONBORDING VENDOR)

Responsibilities: Review supplier’s service track record.

Check their sustainability credential.

Evaluate their financial/ credit history.

Verify their documents.

Convey your requirements And Expectations.

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| **Work Experience**  **Organization UDAAN (B2B SALES IN FOOTWEAR DIVISION)**  **Duration Aug 2017 to 24 april 2020**  **Role \* TEAM LEADER**  **Responsibilities \* Responsible for coordination between buyers and sellers along with credit, margins,rates discou orders and purchases.**   * **Oversee the sales team , development of sales strategy and implementation.** * **Keep informed of new products.** * **Set sales targets and motivate sales team.** * **Train and coach the sales team** * **Delegate tasks and set deadlines.** | |  |
| Organization | Fresh food industries | |
| Duration | Jan 2017- AUG 18 | |
| Role | ASM | |

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| Responsibilities | □ Responsible for general co-ordination, scheduling of activities and  orientation..  Insuring field discipline.   * Placing the products in retail outlets for consumer benefit. * Prime importance is held by the primary and secondary sales. * Educate our ISR ‘S for the new schemes and discounts. * Reporting to RSM. * Achieving established sales targets. * Giving regular feedback and information of our brand performance   and competitive activity Contribution to Local Activities.   * Responsible for general co-ordination, scheduling of activities and   orientation..  Insuring field discipline.   * Placing the products in retail outlets for consumer benefit. * Prime importance is held by the primary and secondary sales.. * Reporting to RSM. |  |
| Organization | Eat n Fit Agro Pvt. Ltd. | |
| Duration | Sep 2016–Dec 30 2016 | |
| Role | Area Sales Manager | |
| Department | Sales & Marketing | |
| Responsibilities | **Roles & Responsibility:-**   * Distribution Management & Channels Sales. * Handling BDE & DSR , Team Management * Achieving Primary & Secondary target in the assigned territory. * Penetration of New Skus to Existing Clients & New Customer Acquisition. * Executing Promotional activities * Coordinate with External & Internal teams like Distributors, CFA and Regional Office. * Preparing Claims and reports. Data Analysis for increasing business Volume. * Identifying Market Potential in Order to establish new account, achieve sales volume & profitability goals. * Handling Primary & Secondary Sales business in territory with the help of team and enhancing the sale by increasing customer base and penetrating more SKU’S. * Booking Sales order & Negotiating with the clients on Rates,   Consumption & Finalizing the deals.   * Monitoring the performance of distributor within the area an identifying issues & taking action to deal with them. * Ensuring distributor is informed regarding all new products and their pricing & ensures appropriate stock levels at distributor point. * To meet secondary sales targets by focusing on placement of new assets in market and ensure better supply and services to outlets. * Making good trade relationship with outlets by addressing their issues in time   Searching for new business opportunities, meetings and tie ups with institutions. | |

* On job training and development of salesmen, merchandisers and Pilots.
* Maintenance of company assets, responsibility of its productivity and implementing company policies and initiatives successfully.
* Monthly secondary sales targets by product wise & sku wise.
* Planning, executing and evaluating the growth initiatives and ensuring the required infrastructure.
* Business development through distributor appointment, evaluation and maintaining healthy relationship with Vending Distributors and vendors to ensure the smooth running of the business.
* Tracking primary sales, coordinating with AW’S and keeping a close watch and control over the working of Distributor

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| Organization | Frontier Honda |
| Duration | Sep 2015-Sep 2016 |
| Role | Service Manager & Parts Manager |
| Responsibilities | ✔ To promote the product of the company.  ✔ To deal with the Customer.  ✔ Maintaining stock. |

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| Organization | Shri Sai Ford |
| Duration | OCT 2013–AUG2015 |
| Role | Spare parts manager |
| Responsibilities | ✔ Maintain stock of spare parts.  ✔ Payment collection.  ✔ Promoting Product of the company. |

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| Organization | Business Owner of Two wheeler spare parts and related items |
| Duration | 8years |



* Passionate about marketing profession.
* Flexibility and adaptability to changing situations.
* Strong desire to learn and grow.
* Patient listener.
* Finish what I started.
* Honest.
* Hardworking.
* Punctual.

I hereby declare that, all the information given above is true to the best of my knowledge.

Place Signature

# Jabalpur Som Asati