# 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

**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 SECONDARYSCHOOL | MPBOARDJabalpur | **1998** |
| **SSC** | SARASWATI HIGHER SECONDARYSCHOOL | MPBOARDJabalpur | **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.**
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| 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.
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| 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