**Surjeet Singh**

**H.No. C-40 Surya Vihar**

**Gurugram, Haryana 122001**

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**Sr. Area Sales Manager**

**With 14 years of qualitative experience in**

**- Channel Management - Business Development - Sales/ Marketing**

**- Strategic Planning - Team Management - Corporate Sales**

Currently associated With **Patanjali Ayurved Ltd.**

* A strategic thinker with a flair for charting out strategies for sales & channel management and contributing towards enhancing business volumes & growth and achieving profitability norms
* Designing alternate channel partners for achieving the objective of organization
* Possess excellent interpersonal, analytical, troubleshooting, team building skills with proven ability in establishing quality system/ procedure planning/ managing resources

**CAREER GRAPH**

**Patanjali Ayurved Ltd. Sr. Area Sales Manager**

**Since Mar 2018 to till Date Haryana**

**Key Responsibilities**

* Team Handling
* Logistic Management
* Generation of new enquiries
* Appointment of new dealer & sub dealer
* Maintaining and improving market share, close watch on competitor’s activity and devise counter methods and plan to sustain growth
* Regular visit to key partners & maintain good relationship. Attend and solve Resolve partner’s complaints of non – technical nature
* Co–ordination with channel partners and various, after sales service etc. in the organization for the smooth execution of orders
* Meet sales target set for the company
* Giving feedback to company on changed partners requirements / special discount / approvals required to enhance business
* Checked salesman, frequency chart sheet of dealers and daily track sheet of sales representative

**Parle Products Pvt Ltd. Area Sales Manager**

**Since Nov 2014 to Mar 2018 Haryana**

**Professional Achievements**

* No.1 ASM in my DSM set for Haryana & Delhi for 2017-2018 & 2015-2016
* Highest growth i.e. 15% in same area in last 6 years
* Highest growth in my DSM set for Haryana & Delhi in snacks i.e. 53% in 2015-2016 & 43% in 2017-2018
* Highest growth in my DSM set for Haryana & Delhi in confectionary i.e. 20% in 2017-2018
* Highest growth in my DSM set for Haryana & Delhi in total value growth i.e. 15% in 2017-2018
* 10 new Distributors Town open in last one year
* Increase coverage in 46 new villages
* 800 new retail outlets opened in last one year
* 80% Distributors earn incentive in 2017-2018
* 100% team members earn incentive in 2017-2018

**Vodafone Digilink Ltd. Assistant Manager-Sales**

**Since March 2010 to Oct 2014 Haryana**

**Professional Achievements**

* Win No.1 ASM award in Haryana for Oct 13 – Mar 2014
* Promoted as a Assistant Manager- Sales in 2012-2013
* Win Mega Star Award for Jan to Mar 2014
* Promoted as a Sr. Executive in 2011-2012
* Win **Strike Force** award in 2011-2012 in Haryana
* Win **Circle-Combat** award in July – Dec 2010
* Win **IMAD** award in Jan – March 2011
* Win **2** back to back **BOND Award** for highest **UAO & DSO**
* Win **2 North Star** awards in 2010 & 2011
* Win **Circle** Award for **EK DIN KA TERTIARY BADSHAH**
* Win **2 Zone level** awards in 2011
* Completed monthly target in **7 & 10** (Haryana record till date) days only in the month of March & April 2011
* Continuously achieved **100%** target in a row

**PepsiCo. Customer Executive (Channel Sales)**

**Since Apr-08 to Mar-2010 Ghaziabad, Noida, Greater Noida**

**Achievement**

* Maintaining 55% of market share in PEPSICO in 2007
* Highest sales records in PEPSICO in the month of June 2008
* Achieve 139% of the target in PEPSICO 1st & 2nd quarter in 2009

**Johnson & Johnson Customer Service Representative**

**Since Mar-05 to Apr-2008 East Delhi, South Delhi & Ghaziabad**

**Achievement**

* Achieve 103% of the target in Johnson & Johnson in 2005 in East Delhi & Ghaziabad
* Again achieve 100% of the target in Johnson & Johnson in 2006 in the same area given 30% growth in the same financial year in J&J

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**EDUCATIONAL CREDENTIALS**

**MBA in 2005(Marketing & Finance)**

From Harvard Institute of Management & Technology, Greater Noida (U.P)

**B.Sc. in 2002 (Chemistry, Zoology, Botany)**

From V.B.S Purvanchal University

**Personal Vitae**

Date of birth - 08th April 1982

Martial status - Married

Permanent address - S-9/67 A-11 Naibasti Pandeypur, Varanasi Cantt-221002 (U.P)

Mob No. - 9050778800, 9971456866

**Date:**  **Surjeet Singh**