

# Sandeep Saini

Area Manager



14 Years 0 Month



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## Key skills

- Sales
- Marketing
- Team Management
- Direct Marketing
- Business Development
- Institutional Sales
- Channel Management
- Retail Sales
- Corporate Sales
- Key Account Management
- Distribution
- Brand Management



## Personal Information

City **Ahmedabad**

Country **INDIA**



## Languages

- english
- Hindi



## Profile Summary

Channel management, Managing Merchandising, Advertisement & Promotion and Retailers complaints ,Managing the maintenance of Inshop as well as Onshop Visibility & Product visibility. Ensuring timely after Sales services to Customers. Handle complaints Introduce New product



## Education

**MBA/PGDM, 2009**

Rai University



## Work Experience

**Jun 2023 - Present**

Area Manager

**Reliance Retail limited**

- Devised and executed sales distribution strategies to expand market reach and increase product visibility

- Orchestrated marketing campaigns to promote products and drive customer engagement.

- Implemented CRM system to streamline customer communication and enhance relationship management.

- Utilized data analytics to optimize marketing efforts and achieve a 20% increase in customer acquisition.

**Jul 2021 - Jun 2023**

Deputy Manager Ahmedabad

**Reliance Retail**

To visit existing accounts as per PJP for customer retention/relationship with focus on hygiene and quality standards in the equipment's. To draw up the cluster plan of the MDS/BDES and obtain optimum account coverage. Train the MDs on outlet selection, opening and ongoing service to the outlet To drive Sales productivity by tracking productivity measures (account acquisition, equipment productivity, secondary sales monitoring, timely MIS) To review

regularly and monitor daily / weekly and monthly activity reports and suggest appropriate improvements.

**Jul 2020 - Jun 2021**

**Area Sales Manager**

**Kaya Spirits Limited**

**Sales Target Achievement:**

Achieving sales targets for specific brands and product segments within the assigned territory through individual and team efforts.

**Territory Management:**

Developing and implementing sales plans, strategies, and objectives for the assigned territory, including market analysis and competitor assessment.

**Customer Relationship Management:**

Building and maintaining strong relationships with key customers, distributors, and retailers within the territory, ensuring their needs are met and sales are maximized.

**Distribution Management:**

Ensuring the availability and visibility of company products in the territory, monitoring stock levels, and addressing distribution issues as needed.

**Marketing and Promotions:**

Executing national and regional marketing campaigns and promotional programs within the territory, ensuring effective execution and maximizing impact.

**Team Leadership and Development:**

Motivating and guiding a team of sales representatives, providing

**Dec 2016 - Jun 2020**

**Sales Team Leader**

**Hindustan Coca Cola Beverages**

manage & acquire right distribution partners in the assigned market.

To create & propose customer-tailored activations for Institutions and customers in various channels.

Handle 8 distributors

Handle 8 people's team

Forecast, sales plan and achieve monthly and yearly plans

Plan target and open new outlet in assign territory

Executing national and regional marketing campaigns and

promotional programs within the territory, ensuring

**Mar 2015 - Dec 2016**

Territory Sales Manager

**Idea Cellular Limited**

Driving Customer Market Share by driving prepaid activations to increase Share of Gross Adds through retailers.

Driving Revenue Market Share by ensuring the recharge availability by increasing the retail width and also

pushing all the products of idea such as idea Money, 3G, Dongles Strengthening Distribution by increasing the

LAPU Selling Outlets, SIM Selling Outlets, Data Selling Outlets to the maximum possible ext

**Jun 2011 - Jan 2015**

Area Sales Executive

**ITC Limited**

Delivery of Primary as well as Secondary sales

Channel management, Distributor management, Data management.

Managing Promotion and Retailers complaint

Achieving sales target, sales value, and market share as fixed by company with substantial growth .

**Jun 2009 - May 2011**

Sales Officer

**Maham Food Limited**

Presenting the product and service in a structured professional way face to face.

Listening to customer requirements and presenting appropriately to make a sale and achieve targets.

Maintaining and developing relationships with existing customers in person, and via telephone calls and e-mails.