

# Akhilesh Kumar

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## AREAS OF EXPOSURE

Analyze business potential, conceptualize & execute strategies to drive sales, augment turnover and achieve desired targets. Identify, qualify and pursue business opportunities through market surveys and mapping as per targeted plans as well as through lead generation.

Participate in sales promotion activities & event planning for driving sales volumes. Manage & mentor Sales Teams, for Accomplishments of individual and organization goals both in-house and at Channel Partners' end.

Identify new market segments and tap profitable business opportunities.

## WORK EXPERIENCE

### Organization contour:

#### **BAJAJ CONSUMER CARE LTD.**

Sales Officer (Mirzapur HQ) UP

28 Aug 2017 to till date....

### ROLE OVERVIEW.

To achieve the given sales target of the HQ/Location assigned and to control Interim Sales Representatives (ISR's & VSR's)

Deliver results in line with the organizational expectations and improve sales & increase network.

Drive Primary & Secondary Target Number month wise

Drive Target of Retail, Drive Target of Wholesale, Drive Target of Sub stockiest Initiatives to cease every opportunity to increase the sales in accordance with company's policies & strategies. Ensure display of new samples and convey the prices to new distributors & retailers.

Ensure visibility of product placed at retailer counters. Drive for growth & a good contribution share of new focus product SKU Plan in Excel for all KPI & KRA Parameters

## **REWARDS AND RECOGNITION**

1. 3 Times Silver Award Winner in Entire UP
2. 1 Times Gold Award Winner in Entire UP

### **Organization contour:**

#### **VARUN BEVERAGES LTD (RJ CORP)**

(Customer Executive) Jhansi (UP)

7 April 2016 to Aug 28 2017

ROLE OVERVIEW.

#### **DISRIBUTOR MANAGEMENT**

Source, evaluate and appoint distributors

Scanning environment to identify & appoint prospective distributors

Infrastructure planning - warehouse, vehicles, manpower planning

Structuring & restructuring of routes (for new and existing distributors respectively) in line with demands of seasonality every trimester

On boarding of distributors & salesmen

Coach & track work of distributor team

Annual AOP rollout

Objective Setting and alignment on a monthly basis - volumes, initiatives, FMO communication

Establish distributor systems (stock & sales register, claim register, visi VPO register, TSB and AFMOS where applicable) & train team on usage of the same

Evolve a clear EP

Review of spends, KPIs/ FMOs, incentive plans

Review of daily routes operated from a location vs. plan (monitoring route day lost)

Communicate all schemes in writing to the distributor

Close claims in time and submit to the TDM.

Calculate and submit ROI every trimester as per ROI template

### **Organization contour:**

#### **ICICI SECURITIES LTD**

(Sales Manager) Lucknow (UP)

20 Aug 2014 to 13 Jan 2016

Interaction with clients for research calls Manage. Handling sales associate team with cluster base Drive weekly panning for achievement

Client Acquisition for ICICI Direct Financial Products as per the target open New I-Direct Account as per the target Hand holding of clients during initial phases to handle sales

promotion activities from time to time designing incentive policies and Rewards & Recognition Platforms

**Organization contour:**

**MARS INTERNATIONAL INDIA PVT LTD**

Territory Sales Incharge

Since July 2012 to June 2014

Focus on all channels to achieve distribution and display objectives. Always look at the opportunities of opening new accounts. To achieve brand wise and SKU wise secondary and primary sales objectives as per the agreed targets and time Break secondary sales targets - Distributor wise and DSR wise daily, weekly and monthly for execution, efficiency and to monitor the same Area & Business Planning. Identify potential towns & appoint distributors in line with business strategy Plan & allocate basis market potential Formulate & execute the secondary sales plan Area wise, distributor wise SKU wise.

Distributor Management

Educate and train the distributors on ROI systems & processes

## EDUCATION

### **Integral University**

Master of Business Administration (Correspondence)

2017 to 2018

### **Lucknow University**

**B.com**

2008 - 2011 Commerce

### **Intermediate**

2008 - Commerce (UP BOARD)

### **High School**

2004- Common (UP BOARD)

PERSONAL VITAE

Father Name-Mr. Rajaram

Mother Name – Bacchi Devi

DOB -01/01/1986

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