

Anurag Bhatnagar

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MBA-Marketing, Seeking for Area or Territory Sales Manager, Business Development Manager, Channel Sales Manager & Sales Officer level assignments in Sales & Marketing / Business Development with a reputed leading Organization preferably in Automobile, Tyre, Cement, FMCG, Consumer Durables, Ceramics/Sanitary Ware & Electric & Electronics sectors.

Profile Summary & Core Competencies

- An astute and dynamic MBA(Marketing) professional working experience in Sales, Sales Training, Marketing, Planning, Budgeting, Market Promotions & Demonstrations, BTL activities – planning and execution.
- Evaluate strengths and weaknesses to identify training needs & designing quality sales training programs within budget limitations.
- Scheduling individual and team training plans on a regular basis.
- Create an open-communication climate and gather team members' preferences for potential training.
- Hands-on experience in charting out sales strategies and contributing towards enhancing business volumes & growth and achieving revenue and profitability norms.
- Gained sound expertise in market research & training, customer satisfaction, dealer satisfaction and sales development training programs.
- Competent in evaluating customer needs with an aim to improve customer contentment and consequently customer loyalty.
- Possess excellent leadership, communication, negotiation and analytical skills.
- Handling Rural Sales & Marketing in multiple locations across the District (Allahabad, Kaushambi, Pratapgarh, Banda, Karvi, Mirzapur, Bhadohi, Sonbhadra, Gorakhpur, Maharajganj, Kushinagar, Deoria, Ballia, Mau, Sant Kabir Nagar, Varanasi, Ghazipur, Chandauli, Jaunpur and Azamgarh)
- Developing sales plans & value added solutions designed to assure achievement of agreed volume, market share and profit objectives
- Analysing latest marketing trends & tracking competitors' activities as well as providing valuable input for fine tuning sales & marketing strategies
- Establishing strategic alliances tie-ups with financially strong and reliable channel partners as well as implementing effective strategies to maximise sales and achieve revenue & collection targets
- Building new business partners to expand product reach in the market & coordinating with dealers to assist them to promote products
- Leading, training & monitoring a team to ensure efficiency in sales operations and meeting of individual and group targets

Employment Details

01st June' 23 to Till Date: Suri Engineers Pvt. Ltd., Hyderabad, as Business Development Manager

Highlights

- Handling entire Eastern U.P, Rice Mill Machinery & Plant Sales and insure the monthly Sales target achievement.
- Sales Area are Gorakhpur, Maharajganj, Kushinagar, Deoria, Ballia, Mau, Sant Kabir Nagar, Varanasi, Ghazipur, Chandauli, Mirzapur, Sonbhadra, Jaunpur and Azamgarh
- Establish sales objectives by forecasting and developing annual sales quotas for regions and territories; projecting expected sales volume and profit for existing and new products.
- Implement sales programs by developing field sales action plans.
- Maintain sales volume, product mix and selling price by keeping current with supply and demand, changing trends.
- Maintain professional and technical knowledge by attending educational workshops; reviewing professional publications; establishing personal networks; participating in professional societies.

- Contribute to team effort by accomplishing related results as needed.
- Plan to ensure achievement of divisional and personal target, aligning with company sales policies and strategies.
- Manage, develop, coach, control and motivate the sales force to develop their skill to ensure that a high professional standard is achieved and monthly sales target.
- Ensure targets are delivered through people management, performance review, reward and individual recognition.

07th Sep'20- 15th June' 23: Maruti Arena Saraswati Motors LLP., Allahabad as Senior Rural Relationship Manager

Highlights

- Handling entire Rural Sales Team of 15 members & insure the monthly Sales target achievement.
- Establish sales objectives by forecasting and developing annual sales quotas for regions and territories; projecting expected sales volume and profit for existing and new products.
- Implement sales programs by developing field sales action plans.
- Maintain sales volume, product mix and selling price by keeping current with supply and demand, changing trends.
- Maintain professional and technical knowledge by attending educational workshops; reviewing professional publications; establishing personal networks; participating in professional societies.
- Contribute to team effort by accomplishing related results as needed.
- Plan to ensure achievement of divisional and personal target, aligning with company sales policies and strategies.
- Manage, develop, coach, control and motivate the sales force to develop their skill to ensure that a high professional standard is achieved and monthly sales target.
- Ensure targets are delivered through people management, performance review, reward and individual recognition.

14th Nov'19- 10th June' 20: Rosmerta Safety Systems Pvt. Ltd., Allahabad as Business Development Manager.

Highlights

- ROSMERTA Safety System Pvt. Ltd. is exclusively focusing on manufacturing and affixation of High Security Registration Plates through India.
- The first Indian Company to get a Type Approval Certificate from The Automotive Research Association of India (ARAI), Pune in the year 2002.
- The first Company to get conformity of production (C.O.P.) Certificate from ARAI in year 2003, for HSRP Manufacturing.
- The Company is implementing HSRP Projects in Eight states i.e. NCT of Delhi, State of Himachal Pradesh, Haryana, Uttar Pradesh, Uttarakhand, Bihar, West Bengal, Telangana and Andhra Pradesh
- Manage, develop, coach, control and motivate the sales force to develop their skill to ensure that a high professional standard is achieved and monthly sales target.
- Ensure targets are delivered through people management, performance review, reward and individual recognition.
- Meet with customers to discuss their evolving needs and to assess the quality of our company's relationship with them.
- Maintain data relative to partners, accounts and activities and will document customer interactions Prepare reporting as needed.

7th Nov'16- 12th Nov'19: Trident Honda, Surekha sales Private Limited as Sales Head, Allahabad

Highlights

- Determine annual unit and gross-profit plans by implementing marketing strategies; analyzing trends and result.
- Establish sales objectives by forecasting and developing annual sales quotas for regions and territories; projecting expected sales volume and profit for existing and new products.
- Implement sales programs by developing field sales action plans.
- Maintain sales volume, product mix and selling price by keeping current with supply and demand, changing trends.
- Maintain professional and technical knowledge by attending educational workshops; reviewing professional publications; establishing personal networks; participating in professional societies.

- Contribute to team effort by accomplishing related results as needed.
- Plan to ensure achievement of divisional and personal target, aligning with company sales policies and strategies.
- Manage, develop, coach, control and motivate the sales force to develop their skill to ensure that a high professional standard is achieved and monthly sales target.
- Ensure targets are delivered through people management, performance review, reward and individual recognition.
- Meet with customers to discuss their evolving needs and to assess the quality of our company's relationship with them.
- Maintain data relative to partners, accounts and activities and will document customer interactions Prepare reporting as needed.

Since Mar'11 - Oct'16: Tata Motors Limited, Global InnovSource as Rural Business Coordinator, Allahabad & Mirzapur

Highlights

- Participates in formulating and administering company policies, directing and coordinating all divisional department activities to develop and implement long-range goals and objectives to meet business and profitability growth objectives, handling all requirements of channel partners like Sub-dealers, Brokers & freelancer agents.
- Reviews analyses of activities, costs, operations and forecast data to determine department or division progress toward stated goals and objectives.
- Confers with the chief administrative officer and other administrative personnel to review achievements and discuss required changes in goals or objectives resulting from current status and conditions.
- Develops, reviews, updates and implements business strategic planning, including sales, financial performance and new product development.
- Oversees key projects, processes and performance reports, data and analysis.
- Reviews operations and plans to meet requirements for sales planning and to ascertain requirements to develop and increase the sales volume.
- Reviews and approves preparation of accounting analysis for budgetary planning and implementation, sales efficiency, budgetary planning.
- Recruitment & Tanning of District Rural Manager, Tata GraminMitra and Tata KisanMitra.
- Leads follow up of quantity and quality wise of T.G.M & T.K.M and Report to T.S.M.
- Ensure the field visit by D.R.M with each T.G.M & T.K.M and Report to T.S.M.
- Personal Visit of each **Kisan Sewa Kendra** and **Hariyali Kisan Bhandar** for review the enquiry status, and Report to T.S.M.
- Personal Visit of each Sales promotional activities (Customer Meet & Road Shows), and Report to T.S.M.
- Weekly Review of T.G.M & T.K.M along with D.R.M.
- Ensure the communication bridging amongst D.R.M, T.G.M & T.K.M.

June'8-Feb'11:Mahindra Insource, Mahindra& Mahindra Ltd as Sales Master, Allahabad

Highlights

- Ensure the **B.O.P** Monthly targets are divided Product wise, Branch wise and Sales Consultant Wise.
- Ensure the Activity Plan & Enquiry Target Sheet for the Month is in Place (Actual should be duly updated throughout the month).
- Visit and Participate in B.T.L Activities conducted by the dealership for **B.O.P** Products.
- Reporting of Competitive Activities on a regular basis.
- Flag-off manpower adequacy concerns which may occur at any point at the Dealership.
- Ensure that the Monthly **B.O.P** scheme declared by the Area Office is passed on the B.O.P Sales Team.
- Receive Feed-back & Inputs from the Financiers- forward the same to **A.S.M**.
- Ensure that all Consultants are familiarized with the **B.O.P** Product monthly Scheme.
- Monitoring Booking & Stocking Levels at the Dealership.

Sept'06-Jun'08: Trident Honda, Surekha sales Private Limited as Senior Sales Consultant, Allahabad

Jan'04 – Sept'06: Maruti, Green Land Motors, as a Team Leader, Allahabad.

Feb'02- Jan'04: Ford, Brij Raj Auto Private Limited as a Sales Consultant, Allahabad

Academic Details

- MBA in Marketing from Rajarshi Tandon Open University, Allahabad, U.P in June 2011
- Bachelor of Arts from Allahabad University, U.P in 2002

Personal Details

Father's Name: Dr. D.K. Bhantnagar
Date of Birth: 25th May 1980
Address: 3/272, LIG, AwasVikas Colony, Sector-3, Jhansi, Prayagraj-211019
Marital Status: Married
Languages Known: Hindi, English & Bhojpuri
Reference: To be furnished on demand

Place :.....

Date :.....

Signature