PRAMOD KUMAR YADAV

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**BD14768_**

SALES, & PRODUCT MANAGER

*Preferably in Consumer Durable electronics,home appliance Fmcg Industry*

***An organization in need of a professional with demonstrated success in delivering excellent business efficiency and surpassing revenue targets.***

**AN OVERVIEW**

**MANAGEMENT STYLE:**

A result oriented professional with experience of **8 years** in managing **Business Development** functions encompassing **Sales, Marketing - Product Management, Product Promotions/Launch, Client Relationship Management and Team Management**.A leader and motivator with a capacity to achieve strong results through a combination of strategic capability, creativity, solid operational grounding, excellent interpersonal skills and extremely high commitment levels.

**SALES & MARKETING SKILLS:**

Attained proficiency in **Product Marketing, Business Development, Operations activities:**

* Breaking new avenues & driving sales growth; establishing brands & bagging breakthrough orders.
* Proactively conducting opportunity analysis by keeping abreast of market trends and competitor moves to achieve market-share metrics.
* Key Account Management for a high satisfaction index.
* Conceptualising strategic product marketing plans for a product or product line through market research, competitive analysis, pricing, customer engagement, and business planning.
* Collaborating cross-functionally on competitive selling, pricing, market development and field solutions.

Experienced in increasing sales revenues, developing profitable and productive business relationships, building an extensive client base, and **market development**; *distinction of accomplishing multi fold revenue increase;* ***steering******product promotions initiatives***. Proficiency in brand building **through– POP**, all forms of brand communication, etc. Excellent communication and interpersonal skills, and ability to motivate peers.

**BUSINESS SKILLS**

**Sales & Marketing:** Taking care of the sales & marketing operations with focus on achieving predefined sales target and growth. Forecasting and planning sales targets and executing them in a given time frame. Executing new themes in advertising & communication for adding more profiles of target group in portfolio like traders, shopkeepers, housewives and other classes.

* **Product Launch/Promotion:** Executing a measurable marketing communications plan across all communications disciplines for strategic positioning of products and services of the organisation. Building brand focus in conjunction with operational requirements; utilising market feedback & personal network to develop marketing intelligence.
* **Brand Management:** Implementing sales promotional and launching activities as a part of brand building & market development. Building brand focus in conjunction with operational requirements. Utilizing market feedback & personal network to develop marketing intelligence for formulating plans (both strategic as well as tactical) for the brands.
* **Channel Management:** Developing and appointing new business partners to expand product reach in the market and working in close interaction with the dealers & distributors to assist them to promote the product. Monitoring the performance of dealers & distributors regarding sales and collections.
* **Client Relationship Management:** Managing customer centric operations and ensuring customer satisfaction by achieving delivery timelines and service quality norms.
* **Team Management:** Providing direction, motivation & training to the sales team for ensuring optimum performance and enhancing their professional and soft skills. Monitoring and analysing the performance of team members and assigning them targets regularly.

# Marketing merchandising

# Sony India PVT. Ltd. Delhi

= Handling Dealers Merchandising Supervising to Depoy the marketing.POSM.

= Coordinates Merchandising & MIS on daily basis to Depoy the POP materials.

= Involving marketing events, compaigns,shows, and Promotions.

= Supply sufficient information of the marketing manager to enable effective budgetary control of specific area of activity.

= visiting the market and ensure the displays as per the company brand communication guidelines.

= good of giving training to new recruits and explain about company marketing policies and product display.

=Regularly checking competition display on market visit.

= Pop all categories of POP materials ( Danglers,tent card,standees, catalogue, poster.window hangers etc.)

**EDUCATION**

2009 M.B.A**. (Executive)** from Vinayaka Mission University, india (declared under section 3 of UGC act 1956)

APPROVED BY DEC,IGNOU,NEW DELHI

2002 Graduate in Political Science from Delhi University.

2005Post Graduate from Delhi University.

**CAREER CONTOUR**

**Career Growth Path:**

*Tenure Designation*

Mar’08 – Mar’09 Sales Executive in Samsung

Apr’10 – Apr’11 Brand manager in panasonic

May;11- Aug.12 Marketing Coordinate.(Sony)

Nov.12- Aug.13 **Vijay sales** Ghaziabad sales manager

Sep.13- April.15 Sales Manager **SONY** Canter. East delhi

May-15- may 16 AREA Manager of Mobile insurance(One Assist) company

Present Working.......... Brand manager Apple Mobile(.cross river mall shahadra)

**Key Deliverables:**

* Managing complete business operations with accountability for profitability covering East Delhi (NCR); forecasting monthly/ annual sales targets & executing them in given time frame by organisational planning.
* Strategizing the long term business directions of the region to ensure maximum profitability in line with organisational objectives. Coordinating budgets, forecasts and reports & accordingly effectuating business plans to attain maximum sales and optimum revenue.
* Conceptualizing & implementing sales promotional activities for brand building & market development.
* Managing the product management tasks i.e., product lifecycle, gathering and prioritizing product and customer requirements, defining the product vision, to deliver winning products to the clients.
* Educating the customer about the suitable product, providing demonstrations & best customer care services.

**Notable Attainments:**

* Key Products Handled: Electronic Products (LCD ,plasma , still camera handy cam home theatre, mobile phone, play stations)
* Effectively managed a team of external consultants on the re-branding broad corporate objectives.
* Efficiently recruited, trained and developed highly motivated performance focused leader.
* Over saw the start-up and development of an electronics product and get 55% target of the sales.
* Attained 60% revenue target in festival season (Diwali) in one month.
* Instrumental in utilizing leading edge technologies and marketing techniques to enhance the sales presentation.
* Involved in the development and elite, goal – centered, cooperative sales- force.
* **Attended seminars about the Sony product.**

**Mar’08 – Mar’09 with Samsung Digital Plaza, Shahadra, Delhi as a team trainer & Sr. Executive**

**Key Deliverables:**

* Conceptualising and implementing innovative plans for accomplishment of pre-designated targets from the assigned territories; executing monthly sales and marketing targets in a given time frame thereby enhancing existing clientele.
* Implementing sales programs/strategies to improve the product awareness in markets by brand building and market development efforts.

**Notable Attainments:**

* Successfully trained, cultivated and developed entire organizations.
* Effectively served as the top producing sales presenter for one of the one largest company.
* Achieved 55% closing ratio as a seller of electronics.

**IT EXPOSURE**

* Proficient in office package Microsoft Word, Excel, PowerPoint, Outlook Express, Internet and E-Mail.

**PERSONAL DOSSIER**

Date of Birth: 8th September 1978

Present Address: J-398, Kartar Nager, Delhi-110053. Phone-9811420240

Languages Known: Hindi\ English

Preferred Location: East Delhi