

SASHI SEKHAR Panda

Dedicated professional with proficiency in increasing sales revenues, exceeding targeted sales goals, developing profitable & productive business relationships and building an extensive client base. Target Industry: FMCG

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PROFILE SUMMARY

- Result-driven professional with **14 years** of experience in **Sales & Marketing, Channel Management & Business Development**
- Hands-on experience in charting out **sales strategies** and enhancing business volumes as per profitability norms of specific industry with suitable business partners, resulting in deeper market penetration to achieve profitability.
- Proficient in driving **large-scale revenue & profit gains** and ensuring breakthrough orders; skilled in developing relations with distributors by identifying the strength of each partner, planning monthly primary & secondary numbers and coordinating with them for effective business development
- Competent in implementing business plans with a view to **penetrate new accounts & expand existing ones** in close coordination with cross-functional teams



CORE COMPETENCIES

Sales & Marketing



Dealer Management



Key Account Management



Business Development



Revenue Generation



Training and Motivation



Channel Management



Client Engagement / Retention



Team Building & Leadership



SOFT SKILLS



EDUCATIONAL DETAILS

200

MBA FROM BIJU PATTNAIK INSTITUTE OF IT & MANAGEMENT STUDIES, BHUBANESWER, ODISHA(71%)

2007

B.COM FROM GANGADHAR MEHER COLLEGE, SAMBALPUR, ODISHA(65%)

2004

I.COM FROM GANGADHAR MEHER COLLEGE, SAMBALPUR, ODISHA(59%)



TECHNICAL KNOWLEDGE

- MS EXCEL
- MS POWERPOINT
- MS WORD



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WORK EXPERIENCE

DEC 2021 - TILL DATE WORKING IN

HARSH CLEAN DHAN PRIVATE LIMITED (WOOSH DETERGENT) AS SENIOR AREA SALES MANAGER.

ROLE: BUSINESS MANAGEMENT AND DEVELOPMENT OF ASSIGNED AREA.

Role:

- Compiling and analysing sales figure.
- Setting sales targets for team then monitoring their performance and motivating them to reach (achieve) targets.
- Servicing the needs of our existing as well as new customer.
- Establishing, maintaining and expanding our customer base.
- Planning for maintaining and increasing sale of our company products for the assigned territory.
- Ensuring Optimum Inventory level at the Stockist point for smooth sec sale.
- Looking after total activities like effective stock maintenance and damage control.
- Reporting sales and sales activities to (RSM) on daily basis.

AREA OF WORKING:

- SAMBALUR HEADQUATER (PART OF ODISHA)
- SAMBALUR, ANGUL, DEOGARH, BOUDH, SONEUR, JHARSUGUDA, SUNDERGARH, BARGARH, BOLANGIR, NUAPADA, KALAHANDI, NOWRANGPUR, KORAPUT, RAYGADA, MALKANGIRI,

Achievements:

- Appraisal from company
- BANGKOK TRIP
- Best growing ASM in Pan India

Highlights:

- 3 times wins team incentive for target achievements from all 13 Team Members.
- Boost business about 200%.

RSPL LIMITED (HYGINE CARE DEVISION)

TERRITORY SALES OFFICER.

MAY 2017 – OCT 2019 & FEB 2020 – OCT 2021

Role:

- Looking after secondary and primary sales of the territory in terms of value and volume.
- Planning and managing effective beat plan for sales team and ensuring better visibility of products in the market.
- Responsible for planning and execution of primary sales as per the despatch plan.
- Ensuring Optimum Inventory level at the Distributor and Substockiest point for smooth sec sale.
- Handling the Key Substockiests of the Territory.
- Supporting and motivating team to achieve secondary target.
- Responsible for achieving sales with respect to target in terms of value and volume.
- Daily tracking of routes secondary in the market.
- Co-ordinating between sales depot and Distributor.

AREA OF WORKING:

- BARGARH
- BALANGIR
- SAMBALPUR
- SONEPUR
- ROURKELA
- DEOGARH
- BOUDH
- PHULBANI



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Achievements:

- Only person from team odisha to achieve all the TROPHY (CORONA WARRIOR, ARJUNA, SUPER ATH SUPERSTAR and CHAMPIONS) and CERTIFICATES offered by company.
- BANGKOK TRIP

Highlights:

- Helped company to recreate a new team and trained them (including my colleagues and managers)
- Successfully managed to create a benchmark of growth on each month.

HINDUSTAN COCA COLA BEVERAGES PVT LTD**MARKET DEVELOPER****MAY 2010 - APR 2017****Role:**

- Cooler merchandising on daily basis for sale increment.
- To provide product knowledge and profit story to outlets.
- Finding out new potential markets and making plan to cover those markets
- Appointing new spokes.
- Do secondary to increase sale.
- Reporting daily activities to sales executive on daily basis.

AREA OF WORKING:

- SAMBALUR

Highlights:

- Addition of Highest new outlets
- Grown the business and put a benchmark of growth in the minus territory.

**PERSONAL DETAILS****Date of Birth:** 17th July 1986**S/O:** Arjun Panda**Marital Status:** Married**Languages Known:** English, Oriya and Hindi**Address:** AT: Sarla, PO: Dhankauda, Dist-Sambalpur, Pin: 768006 (ODISHA)