SASHI SFKHAR 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



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

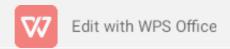
B.COM FROM GANGADHAR MEHER COLLEGE, SAMBALPUR, ODISHA(65%)

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TECHNICAL KNOWLEDGE

- MS EXCEL
- MS POWERPOINT
- MS WORD





DEC 2021 - TILL DATE WORKING IN

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

ROLE: BUSINESS MANAGEMENT AND DEVLOPMENT 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 mentainance 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:

- $\bullet \quad \text{Looking after secondary and primary sales of the territory in terms of value and volume}.$
- 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



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 DEVLOPER MAY 2010 - APR 2017

Role:

- Cooler merchendising on daily basis for sale incriment.
- To provide product knowledge and profit story to outlets.
- Finding out new potential markets and making plan to cover those markets
- A ppointing new spokes.
- Do secondary to increase sale.
- R eporting 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.

EPERSONAL 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)

