



SUMESH V K

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PERSONAL SUMMARY

Sales manager with 9+ years of experience. I've nurtured successful working relationships and as a result, I possess an advantageous professional network. I can bring fresh strategic vision and value to the business with Market awareness and product knowledge.

WORK EXPERIENCE

Company : AL MALKA CATERING GROUP

Designation : TEAM LEADER SUPERVISOR

Duration : 6-11-2019 to Till Date

Responsibilities and Achievements Description

- Generating Primary and Secondary sales through Sales Team.
- Listing products in Super markets, adding more SKUs, generating growth.
- To set targets for the sales persons, organizing and implement the strategies devised to increase the revenues.
- Focus on HOREACA division to generate sales.
- Monitoring and Supervising Sales team & Merchandisers
- Develop negotiating strategies and positions by studying integration of new venture with company strategies and operations; examining risks and potentials; estimating partners' needs and goals.
- Monitor company budgets on sales promotion and their productivity.
- Monitor market environment on competitive product and finding competitor activities and reporting Country Head.

Company : INTERGROW BRANDS PVT LTD

Designation : TERRITORY SALES MANAGER

Duration : 21-11-2014 to 03-07-2019

Responsibilities and Achievements

Description:

- Appoint Distributors from market who are best in service and financially strong and who are apt for company product. Appointed ten distributors , Bifurcated old distributors
- To organize a team of highly competent individuals who does the field work to generate primary and secondary sale.
- To set targets for the sales persons and to train, organizing them, and implement the strategies devised to increase the revenues.
- Constantly analyze the market, the consumption capacity of the consumers and project the expected return.
- Doing surveys in market in order to collect data's of competitors to understand their strategies, weakness and our opportunities to use them for overcome their competition with our strengths.
- Need to collaborate with marketing team of the organization in order to look for innovative means to influence consumers and improve sales.
- Have to monitor distribution areas, handling distributor's schemes, claims and other distribution growth activities.

Company - PARLE BISCUITS PVT LTD

Designation : SALES MANAGER

Duration : 12.7.2012 TO 6.11.2014

Responsibilities and Achievements:

- Generating sales through following company norms and policies in assigned area
- Attaining targets on monthly, quarterly and annual basis.
- Routinely inspects market to insure adherence to company merchandising policies and to measure progress in sales development, display attainment and competitive activity.

- Assist route salesperson of distributor in achieving additional sales increases by identifying route opportunities, providing merchandising and promotional instruction and assisting the placement of in store displays, point of purchase material and rack.
- Improve customer relations and develop new sales distribution.
- Evaluate activity of competitors and overall market conditions
- Coordinating training program for new employees in sales presentation skills
- Schedule and implement weekly dock meetings with route salespersons to review promotional display goals seasonal push items distribution, and service schedule goals.
- Improve sale distribution by obtaining additional shelf space, new product authorizations, secondary in store locations, adjustments in product mix, and approvals of promotions and acquiring new accounts in conjunction with the route sales person.

Company: AGAPPE DIAGNOSTICS Ltd

Designation : Diagnostic specialist

Duration : 13-9-2011 TO 30-6-2012

Responsibilities and Achievements:

- Responsible to achieve the targeted sales of diagnostic reagents and equipment in assigned area.
- Manage the distributors, collect the payments, product demonstration and the marketing activities also key responsibilities.
- Train distributor staffs on reagents and equipments and doing calibration of reagents for QC purpose.
- Training lab staffs to do effectively biochemistry tests.
- Giving customer supports to lab technicians, clearing their doubt, expertise them on equipment's and reagents.

Company - CANON

Designation : SALES EXECUTIVE

Duration : 3-8-2009 TO 10.9.2010

Responsibilities and Achievements:

- Identifying business opportunities by identifying prospects and evaluating their need and analyzing sales option.
- Sell products by establishing contacts and developing relationships with prospects and recommending there apt solutions for high end printers copiers
- Generating leads follow ups to convert them to purchase printer and copier equipments.
- Promoting new equipments and convince customers on to purchase of the same
- Attained Year On Year targets
- Provide demos and after sales services through service team.

EDUCATION

MBA in Marketing and Finance from University of Calicut, 2007-2009

PERSONAL PROFILE

Date of Birth	: 10-10-1984
Address	: Building No 7, Zone 35, Street 981, Fareej Kulaib , Bin Omran , Doha-QATAR
Visa Type	: Business visa
Language Known	: English, Hindi, Malayalam
Driving license	: Holding Qatar Driving license