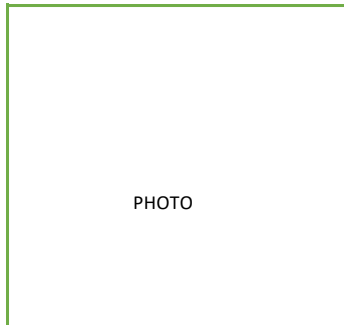


VENKATA RAMA NARASIMHAM CHATURVEDULA

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👤 Profile: Senior Sales Professional & Expertise in capturing new market opportunities for accelerating product launches, promotions and branding activities. An enterprising leader with skills in leading personnel towards the accomplishment of common goals. Knows the business: Possess demonstrative capability of transforming business in FMCG domain. Experienced in Strategic and Tactical Planning, Sales Operations and New Set-ups.



Achievements:

- Pivotal in setting up operational activities from scratch like identifying the Distributors, Customer profiles, Recruiting Field force as per company requirements.
- Successfully monitoring modern trade and standalone outlets across South India. Managed in selling dry fruits- Cashew nuts, Almonds and Pista.
- Developing strategic and operational sales plans resulting in rapid increase in overall sales and gross margin.



Employment History

Zonal Sales Manager (South India) Olam Agro India Pvt Ltd – Hyderabad.

02.2020 – Present

- Started Sales Activities from Scratch as the Division is newly Started in the Organization
- Resolving conflicts and negotiated mutually beneficial agreements between parties
- Resolving quality problems, improved operations and provided exceptional client support
- Recruiting required Field force, Developing team communications and information for team meetings
- Actively Participated in Budgeting, Product designing & Costing
- Helping the team in Identifying, Code Creating of Distributors for Sales activities.
- Helping the team in Identifying Potential customers in HoReCa, Sweets shops, Bakeries and Local standalone Outlets.
- Co-coordinating with Quality team, Factory, Logistics team for smooth running of business

Regional Sales Manager Bola Surendra Kamath & Sons – Hyderabad,

08.2008 – 02.2020

- Started Sales Activities from Scratch as the company is new to the Market.
- Conceptualized and implemented innovative plans for the accomplishment of pre-designated targets from the assigned territories
- Managed business in parts of South India majorly covering various institutions, Spencer's in Modern Trade and partially GT outlets with a team of 6 Executives
- Generated annual sales worth over INR 50 crores by managing with only 6 sales specialists
- Contacted key accounts regularly and achieved high satisfaction scores by routinely re-assessing the needs and resolving conflicts
- Assessed each location's individual and team performances and analyzed data trends to determine the best methods to improve sales results

- Managed and motivated the sales team to increase the revenue by 25% year on year
- Attracted new clients and developed customer relationships by hosting product-focused events like inviting them for factory visit.
- Researched customer needs, market needs and competitor activities.
- Maintained long-term customer relationships to consistently increase sales.

Department Manager Metro Cash & Carry India Limited – Hyderabad *02.2007 – 07.2008*

- Recruited, managed and motivated 10-member retail team to give positive and memorable experiences for every guest
- Supervised end-to-end stock management, including examining incoming Inventory, merchandising shelves and preventing shrinkage
- Trained the team members in developing successful strategies to meet operational and sales targets.
- Trained newly hired customer consultants in up selling techniques, traders and HORECA, bolstering job expertise within 3 months
- Decreased inventory shrinkages.
- Helped customers to complete purchases, locate items and join reward programs to promote (loyalty), satisfaction and sales numbers.

Sales Officer Unilever – Vijayawada & Hyderabad

05.2002-01.2007

- Monitored customer buying trends, marketing trends and competitor actions to adjust strategies and achieve sales goals
- Established ambitious sales targets, managed deployment strategies and developed go-to-market plans to capitalize on every revenue opportunity
- Identified and qualified new distributors to increase market share in key territories
- Supervised, trained and mentored staff of 25, resulting in consistent team achievement
- Achieved dramatic increase in sales by skillfully managing relationships and proactive sales approaches
- Collaborated with channel partners to identify and qualify mutually rewarding sales and business opportunities
- Prepared sales reports with informative graphs and charts to outline key data.
- Awarded best TSO award 2 times. Stood South India No.1 in Napkin Competition by achieving highest sales in South India.

Sales officer | Perfetti India Limited – Vishakhapatnam, Andhra Pradesh

06.1998 – 10.2001

- Enhanced sales operations through development of new sales strategies, cold calling techniques and customer follow-up
- Recommended and implemented strategic inactivity targeting new business to increase the sales by 15%
- Managed and motivated sales team to increase revenue by 15% in 6 months
- Supervised, trained and mentored staff of 12, resulting in consistent team achievement
- Identified and qualified new distributors to increase market share in key territories

Sales officer Proctor and Gamble India Ltd. Vishakhapatnam, Andhra Pradesh 06.1997 – 05.1998

- Monitored customer buying trends, market conditions and competitor actions to adjust strategies and achieve revenue sales goals.
- Captured Chemist Outlets for unpaid visibility for Napkin product (Whisper)
- Actively involved in setting up GE Policy in the organization.
- Formulated and presented innovative strategies to team members, executives and customers to build foundation for successful sales plans
- Established ambitious sales targets, managed deployment strategies and developed go-to-market plans to capitalize on every revenue opportunity.

Senior Medical Representative Core health Care ltd – Khammam, 03.1994 – 05.1997

- Managed system conversion and maintained minimal downtime during updates
- Participated in meetings to discuss sales opportunities
- Worked with medical shop customers to understand needs and provide sales service
- Loaded, unloaded and moved material to and from storage and customer areas

Education

Central Distance Education, Pondicherry University

MBA, Marketing

Nagarjuna University

Bachelor of Commerce

MS office and Internet applications

PERSONAL DETAILS

Date of Birth : 8th June, 1972

Languages Known : Telugu, English, Hindi, (Basic speaking & Understanding –Tamil & Kannada)

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