

Sonu Kumar Singh

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Objective: Looking for challenging positions in the IT accessories Business Development in a reputed organization; preferably in Mobile Accessories Sales sector. To be a successful professional gives me a reason to have such a career which gives me more opportunities to learn new business concepts & techniques related to respective area & to Carve a niche in my path of work, where I can apply the knowledge, which I have acquired to meet the challenges in the industry and where my aptitude and professional qualifications will be valued.

SYNOPSIS

A competent professional with over 5 years of experience in IT Accessories Sales, Product Promotion as well as Team Management. Presently associated with **Cooler Master technology**. as **Senior Sales Manager (Punjab, Chandigarh, Himachal)**

A proactive and planner with expertise in strategic planning, market plan execution, sales management and pre- sales efforts with skills in staffing and targeted marketing.

- ❖ Possess enriched knowledge base and core experience in Negotiation, Key Account Management, Sales Analysis and Performance Management.
- ❖ Proficient in leading, training & monitoring the performance of team members to ensure efficiency in Sales Operations and meeting of targets.
- ❖ Success at motivating team members / colleagues through clear communication and interpersonal skills. Track record of providing excellent customer satisfaction and management of workload.

CORE COMPETENCIES

Sales & Marketing

- ❖ Formulating competent business strategies to market and ensuring the attainment of set sales and profit targets.
- ❖ Analyzing latest marketing trends and tracking competitors' activities and providing valuable inputs for fine tuning sales & marketing strategies.
- ❖ Running the promotional activities & accountable for increasing sales growth and driving sales initiatives in order to achieve business goals.

Business Development

- ❖ Identifying prospective business, establishing strategic partnership and alliances, generating business from the existing accounts and achieving profitability and increased sales growth.
- ❖ Exploring potential business avenues to penetrate new accounts and expand existing clientele; responsible for mobilization of funds.

Channel Sales Management

- ❖ Identifying and networking with financially strong and reliable channel partners, resulting in deeper market penetration and reach.
- ❖ Evaluating performance & monitoring distributor sales and marketing activities.
- ❖ Implementing effective strategies to maximize sales and accomplishment of targets.

Key Client Management

- ❖ Mapping client's requirements and providing them expert services and products.
- ❖ Building and strengthening relationships with key accounts; ensuring high customer satisfaction by providing them with complete product support.
- ❖ Analyzing latest marketing trends and tracking competitors' activities and providing valuable inputs for fine tuning sales & marketing strategies.
- ❖ Running the promotional activities & accountable for increasing sales growth and driving sales initiatives in order to achieve business goals.

CAREER SCAN

**Senior Sales Manager
Cooler Master Technology**

01 FEB 2024 – Till Date

Job Responsibility

- ❖ Handling whole Punjab, Chandigarh, Himachal.
- ❖ Responsible for Primary, Secondary sales collections and monthly budgets. Motivating and sales training down line to achieve day wise/product wise targets.
- ❖ Channel Sales and SI Partners.
- ❖ Managing the trade Channel, Handling Franchisee & new appointment of distributors. Achievement of sales volume /value as per target.
Channel Sales and SI Partners.
- ❖ Achievement of sales volume /value as per target.

**Area Sales Manager
Earth Syscom PVT LTD.**

Aug 2018 – Jan 2024

Job Responsibility

- ❖ Handling Ahmedabad business.
- ❖ Responsible for Primary, Secondary sales collections and monthly budgets. Motivating and sales training down line to achieve day wise/product wise targets.
- ❖ Managing the trade Channel, Handling Franchisee & new appointment of distributors.
- ❖ Achievement of sales volume/value as per target.

ACADEMIC:

- Bachelor of Arts – 2015
Paranuchal University Jaupur (U.P)
- Intermediate 2012
Up Board
- High School 2005
JAC Bokaro

COMPUTER OUALIFICATION:

Windows Microsoft Office Word, Excel, Internet Explorer.

PERSONAL PROFILE

DATE OF BIRTH: 18th December 1990

RELIGION : Hindu

NATIONALITY: Indian

LANGUAGE SPOKEN: English, Hindi & Telugu, Bhojpuri

DECLARATION

I hereby declare that all the above information furnished about me is true to the best of my knowledge and belief.

Date:

Place: Ludhiana

Sonu Kumar Singh