

# VINAY KUMAR RATHI

Ghaziabad | vinayrathi75@gmail.com | 8826046769

To work in a professional and challenging environment, where I can get an opportunity to increase and utilize my skills, communication and leadership abilities to enhance success of an organization and job satisfaction.

## SKILLS

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**Entrepreneurship:** Outstanding management, critical thinking, profit enhancement, customer service

**Sales:** Sales strategy, product penetration, revenue generation, influencer management, Team Management, Conflict management, Inter-department management, Strategy management and Sales Funnel development.

## EXPERIENCE

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### Merino Industries limited

DELHI NCR

Sr. Sales Manager

March'20 to Date

### ROLES & RESPONSIBILITIES

- Sales and marketing activities across the entire appointed areas and achieving the set targets through primary and secondary channels.
- Studying the Market scenario, carrying out a thorough analysis of the competitors, their products & their offerings.
- Handle, manage and monitor functions from Contracts finalization to timely delivery of quality products for all projects through complete coordination of the entire process with due diligence.
- Handling team of Builder segment, distribute areas for expand the funnels or leads.
- Establish sales objectives by preparing a monthly budget.
- To Appoint and develop new dealers.
- Initiate visits, address enquiries and regular follow up with dealers and sub dealers, contractors, distributors

### Unistones Panels Pvt Ltd

DELHI NCR

Area Sales Manager

Jan'18 to March'20

### ROLES & RESPONSIBILITIES

- To establish, convince and sustain relationships with external customers / clients.
- To Ensure Product Specification in ongoing Projects.
- To Identify and develop new business opportunities and to acquire new business and maintain the old

- customers
- Involve in Project Execution Activities.
- Liaisoning with Dealers and Distributors to monitor primary and secondary sales.
- To Ensure Product Specification in their Projects.
- To Establish and maintain prime relationship with relevant officers of the targeted customer team,
- particularly with Key Decision-makers

## Asian Paints Ltd

## DELHI NCR

Sales executive

Jan'2016 to Jan'2018

### ROLES & RESPONSIBILITIES

- Handling Dealer/Retailer/Channel Partners
- Lead Generation, Meet sales target & Demand Generation
- Build and maintain relationship with retailers, dealers, sub dealers and contractors
- Manage complaints/leads/inventory
- Handling Primary, Secondary & Tertiary Sales.
- Implementing the company schemes into market.
- Expand New Channels as per the geographical coverage
- Responsible for sales through Key Accounts in the defined area

## EDUCATION

### MBA

### Greater Noida

Dr. APJ Abdul Kalam Technical University G.L.

Bajaj Institute of Management

Aug'2015 to Jul '2017

### BCA

### Ghaziabad

CCSU University INMANTEC

Jul '2012 to Jul '2015

## PERSONAL INFORMATION

Name: - VINAY KUMAR RATHI

D.O.B:- 03-03-1995

Gender: - Male

Nationality: - Indian