

AMOL AGARWAL

A versatile leader with a successful track record, targeting senior roles across Sales & Business Development with an organization of repute; Preferably in Lucknow



U.P., India



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CORE COMPETENCIES

- *Strategic Planning & Integration*
- *Channel Sales Management*
- *Business Development*
- *Key Accounts Management*
- *Budget Management*
- *Market Research & Analysis / New Market Penetration*
- *Brand Positioning*
- *Partnerships & Alliances*
- *Cross-functional Collaboration*
- *Relationship Management*
- *Top & Bottom Line Profitability*
- *Competitive Trends & Analysis*
- *High Stake Decisions & Deal Closure*

SOFT SKILLS

- *Negotiation & Conflict Management*
- *Visionary and Decision Making*
- *Good Listener & Communicator*
- *Team Building & Interpersonal Skills*
- *High Business Ethics & Trustworthy*
- *Analytical Problem Solving*
- *Leadership and Delegation*

PROFILE SUMMARY

- **An accomplished professional with nearly 18 years of experience in Channel Sales, Business Development; specializing in Water Storage Tanks, Plywood & Laminates, Sanitaryware and related products.**
- Demonstrated success in leadership roles, currently serving as **Senior Manager (Sales) at Sintex BAPL Ltd.**, overseeing branch sales activities and achieving annual budget targets.
- **Proven track record of driving business growth** through strategic planning, channel partner expansion, and effective team management.
- **Expertise in developing and implementing sales strategies** aligned with organizational objectives, resulting in consistent revenue generation and market expansion.
- **Proficient in managing key accounts, fostering long-term relationships,** and collaborating cross-functionally to ensure customer satisfaction and timely delivery of orders.
- Honored as **Best Team leader in 2018-19** and recognized in **2016** for the **best performance.**
- Skilled in market analysis, competitor monitoring, and proactive decision-making to counter competitive activities and capitalize on emerging opportunities.
- Strong background in brand management, **ATL & BTL activities planning,** and executing marketing initiatives to enhance brand visibility and drive sales.
- Notable success in **driving new business by conceptualizing plans, streamlining dealer networks, implementing product launches & providing trainings** with a focus of delivering ROI for a positive business flow
- **Creative, out-of-box-thinker, leadership skills, flexible & approachable** with strong cross-cultural, interpersonal, productive, communication, analytical and problem solving skills.

WORK EXPERIENCE

Since Sep'22 | Sr. Manager (Sales) | Sintex BAPL Ltd (Welspun World)

Key Result Areas:

- Overseeing all sales operations within Eastern & Central UP territory for Water Storage Tanks.
- Developing strategic plans to capitalize on untapped markets and opportunities.
- Developing and gaining robust market knowledge of existing and potential clients and ensuring business growth opportunities are aligned to company's strategic plans.
- Conducting in-depth analysis of markets, industry trends, competitors & clients to enhance strategic planning and facilitate decision-making.
- Mapping the expectations of the prospective clients, by obtaining relevant in-depth information on future projects, bids / Request for Quotation (RFQ's) and designing commercial proposals specific to each client.
- Setting business direction, formulating annual expansion plans & strategies for reaching out to unexplored markets/catchments.
- Rendering innovative & customized solutions to customers which resulted in achieving sales targets even in slow economy.
- Plotting and implementing formal channel programs to improve sales performance and partner relationships

EDUCATION

- **MBA (Marketing & I.T.)** from Lal Bahadur Shastri Institute of management and development Studies, Lucknow in **2006**
- **B.C.A.** from Shri Ram Swaroop College of Engineering & Management, Lucknow in **2002**

PERSONAL DETAILS

Date of Birth: 30th Jun 1982

Languages Known: English & Hindi

Address: 5/282 Jankipuram Vistar, Lucknow

Aug'21-Sep'22 | Area Manager (Sales) | Merino Industries Ltd.

Highlights:

- Managed existing channel partners and cultivated new partnerships to drive growth in untapped market segments.
- Collaborated cross-functionally to ensure timely and complete delivery of sales orders.
- Facilitated provision of demand forecasts to production team for meeting customer needs.
- Facilitated credit analysis of Channel Partners and maintained Business Partner Relationships (BPR).
- Supervised branch sales activities for laminates in Eastern & Central UP.
- Formulated and achieved annual branch budget.
- Allocated targets to team based on branch budget.
- Devised strategies to address opportunities in both white and grey market spaces.

Sep'15-Aug'21 | Sr. Manager (Sales) | Sintex BAPL Ltd.

Joined as Assistant Manager and elevated to Sr. Manager (Sales) in 2020

Highlight:

- Overseen the entire sales activities of Water Tanks and PVC Door in the assigned territory.

Jul'14-Aug'15 | Area Sales Manager | Stylam Industries Ltd.

- Liaised for primary and secondary for the assigned territory of UP East.

PREVIOUS EXPERIENCE

Jun'10-Jun'14 | Area Sales Manager | GreenPly Industries Ltd.

Oct'09-Apr'10 | Relationship Manager | Vodafone Essar Digilink Ltd.

Apr'08-Sep'09 | Marketing Executive | Green Ply Industries Ltd.

Aug'06-Mar'08 | Sales Officer | Resinova Chemie Ltd.

Joined as Management Trainee & later elevated to Sales Officer