



ARJUN SHANKAR. R

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◦ DETAILS ◦

Kerala

India

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◦ SKILLS ◦

B2B Sales

Business Development

Marketing and Sales

◦ LANGUAGES ◦

English

Malayalam

Hindi

Kannada

Tamil

• PROFILE

BDS From FMCG with a proven 16 years track record of driving revenue growth, growing market share through secured accounts, and increasing product distribution with imbibing visionary strategy across b2b vertical resulting in exemplary sales results.

• EMPLOYMENT HISTORY

Senior Sales Executive at Nestle India Limited, Bangalore, Kasargod & Kannur

2020 — 2022

- Lead a team of sales resources and Merchandisers to do 24 Mio achieving double-digit growth for the region.
- Created new business avenues through rigorous exercises of market research and monetization of these avenues.
- Acquired Market Share & Distribution enhancement through the launch of Premium product ranges of Chocolate & Coffee.
- Executed successfully the company's channel partner schemes in assigned regions.
- Achieving regional sales operations procedures determined customer-focused sales standards.
- Defined and executed robust business action plans to achieve long-term profitability with onboard distributors of assigned regions.

Achievement:

- NESCAFE RTD Regional winner and ASM Team at Bangalore.
- Winner of Nescafe Sunrise Volume Contest at Bangalore.
- Nestle Sales Quizader Pan India Quiz contest RSM winner at Bangalore 2021 and Kerala for 2022.

Sales Capability Executive at Nestle India Limited, Cochin

2016 — 2020

- Provided training for sales skills development and improvisation of capabilities for Kerala Sales Force.
- Expanded the responsibility by taking up Karnataka for a year.
- Created a mix of feedback based training from induction, coaching, sales development, as well as OJT, for new recruiters till the probationary period.
- Trained the sales resources (internal and external) based on improvisation feedback developing new training capsules in-house.
- Developed new training capsules for the distribution team and business partners.

Achievement:

- Train the Trainer certificate of Achievement awarded by Dale Carnegie & Associates in MAY 2019.

Sales Executive at Nestle India Limited, Calicut

2013 — 2016

- Handled 6 Direct Distributors with a turnover of 18 Mio.
- Execution of Visicooler at key outlets with Chocolate Premium launch.
- Successful launch of NPD and range availability in Calicut Urban & Rural.
- Implementing a Master coverage plan for existing Merchandisers based on workload analysis for better productivity.
- Appointing new distributors and training and developing business partners to do company business strategy.

Achievement:

- South India Asm Team Winner of Sugar contest & Dinner with Virat Kohli event for August 2015.
- Choco Marathon winner 2013 for highest volume contributor for chocolate growth.
- Best Sales Executive for the year 2013.

Modern Trade/ Organised Trade Executive at Nestle India Limited, Bangalore

2007 — 2013

- Handled mostly all Accounts of different formats in the modern trade.
- Achieving Monthly RDBN and Priorities for the month.
- Launch of NPD with impact given for visibility and share of shelf.
- Merchandiser supporting new launches and monthly priorities on the shop floor with flawless execution.
- Master Coverage plan alignment on monthly basis and grading of outlets based on Visibility.
- Weekly report submission by merchandiser on outlet grading based on the forward stock share of key categories at the outlet level.

Achievement:

- Maggi Sauce contests Individual & ASM team winners and won a Trip to the factory.
- Maggi Soups contest Individual winner.

Channel Sales at INDIA LINK LTD, BANGALORE

June 2006 — December 2006

- Channel and Dealer Management for Audiovisual and Smart boards
- Lead generation and demonstration to prospective clients.
- Responsible for monthly revenue generation for Karnataka region.

Sales Executive at MIRC Electronics Limited, ONIDA, Mangalore

June 2004 — May 2006

- Handling Sales of Consumer durable business for company direct distributors.
- Appointed Distributor for covering Sub dealer and Rural market of Mangalore.
- Achieving monthly plan and Collection before due date
- Planning marketing activity for the retailer.



EDUCATION

PGDM Marketing , Alliance Business Academy, Bangalore

June 2002 — June 2004

B.A. Economics , St. Josephs College Devagiri, Calicut

June 1999 — May 2002