

SUPRIYA GUHA

**Area Sales Manager**

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## LOCATION

SILIGURI

An accomplished professional targeting assignments in Direct Marketing, Insurance And Auto Ancillary Industry in a reputed organization preferably in West Bengal

# PROFILE SUMMARY

A competent professional with Over **25 years** of experience in business development, primary & secondary channel; currently working as Senior Area Sales Executive

Directed the coaching and development of channel partners; guided them in achieving positive results using value-based selling

Attended various conferences and external meetings to explore business development opportunities; prepared status reports and briefs for the management and maintained appropriate records and documentation; tracked, monitored, and reported data to support business development

Developed partnership strategy for key markets, including types of partners to pursue, general structure of agreements, and the programs needed to drive success

Collaborated with assigned inside sales representative to develop an overall territory account plan to maximize opportunities and generate sales activity with customers and partners

Maximized sales opportunities, proactively created new opportunities and achieved sales targets; developed & managed relationships with industry partners and worked with them on business growth opportunities beneficial to all parties Managed accounts and met/ exceeded targets relating to revenue growth, profit margin, mix of products and services sales, customer retention and customer acquisition

Prepared bids and contracts, responded to customer needs and managed the sales process from opportunity identification to customer sign-off

# CORE COMPETENCIES

Sales & Business Development Distribution/ Channel

Management

Market & Competitive Analysis

Product Promotion & Launch Territory Growth Management Sales Training & Leadership

# SOFT SKILLS EDUCATION

Negotiator Collaborator Communicator Innovator

Planner Thinker

## Bachelor of commerce from Burdwan University in the year 2002

# CAREER TIMELINE

Maxwell Appliances Pvt.Ltd. (Branch Manager)

Ultrapure Technology Ltd. (Branch Manager),

HDFC Life (Asst. Manager)

Tata-Aig life (Manager),

**Exide Industries Ltd.** **(Area Manager), Assurance Intl ltd.(ASM)**

# WORK EXPERIENCE

# Area Sales Manager, Assurance Intl ltd (Sep22’ to present)

## Key Result Areas:

Leading distributor, Retailer and sub-dealer channel management of the Lubricants Division of Goodyear. Managing segments like CAR, 3WHL, TRA, LCV, HCV, 2wl and maintaining journey cycle plan to meet the channel partners month wise

Assessing ROI Calculation of the distributors and retailers

Helping the company towards making Incentive Policy of the primary and secondary channel partners by giving market feedback

Communicating and implementing Primary and Secondary Scheme cautiously to each channel partner to generate business from them and contributing to the growth of the company

Promoting high gross margin products in the market for better profit generation of the company

Training the DSRs to enable them to act in the market the way company wants them to act for maintaining secondary business; visiting the market with DSR, guiding them to convince the secondary channel partners to generate business

Exploring new market, penetrating competition outlet towards getting more market share

Working on appointment of new channel (distributor, dealer, sub-dealer), encouraging the existing channel to grow segment wise year to year

Ensuring healthy growth in each segment monthly, quarterly and yearly

## Area Sales Manager, Exide Industries Ltd. Automotive div (Jun12’ to Jun22’)

## Key Result Areas:

Leading HIT Dealer’s, PB and Non PB Dealer’s and sub-dealer channel management of the Automotive Division of Exide Batteries Managing segments like CAR, 3WHL, TRA, LCV, HCV, E-rickshaw, 2 WHL, Non-Vehicular, and Home UPS Maintaining journey cycle plan to meet the channel partners month wise.

Assessing ROI Calculation of the dealers and sub dealers

Helping the company towards making Incentive Policy of the primary and secondary channel partners by giving market feedback

Communicating and implementing Primary and Secondary Scheme cautiously to each channel partner to generate business from them and contributing to the growth of the company

Promoting high gross margin products in the market for better profit generation of the company

Tracking competition activity in the market like new product launch, warranty extension, additional discount in any particular product, service camp, camp location, special gifts distribution, pricing, schemes

Conducting influencers meet like Car and 2-wheelers mechanic meet, Truck/ Bus owners meet, E-rickshaw vendors meet, appointing new secondary channel partners out of them and generating business from them to help the primary channel partners to liquidate their materials

Conducting Free Battery Service Camp especially for E-rickshaw Batteries

Training the DSRs to enable them to act in the market the way company wants them to act for maintaining secondary business; visiting the market with DSR, guiding them to convince the secondary channel partners to generate business in bulk

Exploring new market, penetrating competition outlet towards getting more market share

Working on appointment of new channel (distributor, dealer, sub-dealer), encouraging the existing channel to grow segment wise year to year

Ensuring healthy growth in each segment monthly, quarterly and yearly

# TECHNICAL SKILLS

**Word**

**Excel**

**Power Point**

# NOTABLE ACCOMPLISHMENTS

Played a key role in the Vehicular, 2Wl and Non Vehicular market appointing new dealers making them grow through appointing sub dealers under them, and succeeded to provide a remarkable growth to the company

Identified & developed the market and converted a competition outlet into exclusive Exide Counter

Bagged Best Performer Award **YOU DID IT** in every qtr from the year **2014 to 2022** for remarkable business and new network development

**Personal Details:**

Tenacious, Determined, Committed, Dedicated, Confident and Ambitious

**Languages: Bengali, Hindi, English, Odiya, Nepali**

**DOB-1ST Oct 1971**

**Address: Block-Bliss, Flat no-9G, Embee Delight, Kadamtala**

**Siliguri,Pin-734001. Dist-Darjeeling**

**Current CTC-8.20 Lacs (PA)**

**SUPRIYA GUHA**

**Place-Siliguri**