**Deepak Kumar Sharma**
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**PERSONAL SUMMARY**

Being passionate of developing business going through interaction with people, chosen Sales as Career. An ambitious, highly motivated and energetic sales executive with excellent marketing and business development skills. Experience of managing sales and merchandising for established retail outlets, franchises and international brands. A result orientated professional with a proven ability to get results, generate revenue, improve service as well as reduce costs. Over 2 years Sales and marketing experience of working in competitive industries and successfully identifying, developing and managing new business opportunities within these markets.

**CAREER HISTORY**

* Assistant Sales Manager – Oravel Stays Pvt. Ltd. ( OYO Rooms)

 July 2017 – Dec. 2018

 Worked with a team of IIM alumni to launch various verticals in the Market, learning and executing new processes of the company while guiding new joiners to learn the process and execute the same on ground.

 On-boarded multiple corporate in to system to drive business and ensured better extraction to meet the targets.

* + Drive sales to ensure achievement of targets month on month.
	+ Execution and planing of sales call in to corporate offices and with clients to maintain relationship and extract business, taking new joiners and colleagues to train about process flow and product knowledge.
	+ Ensuring smooth accommodation services to corporate and managing end to end cycle, from creating lead for business to getting payment from client and processing payment to vendor.
	+ Working with Sales head and team in organizing and promoting in co-ordination with the corporate team special food promotions, exhibitions, Press P.R. parties, media releases, etc as a part of sales and marketing programs in order to stimulate both room and F&B sales**.**
	+ Suggest and inculcate loyalty/incentive program in the region in order to ensure revenue growth.
* REGIONAL SALES EXECUTIVE – **Peerless** Hotels Ltd. Kolkata (A collaboration with Sarovar Group)

 September 2016 – April 2017

 Established a corporate base in the stationed area and cross promotion of all the unit hotels in the

 Stationed region. Continuous effort in increasing sales for the unit hotels, making rapport for all

 the units and brand building.

* + Plan and execute a daily system of sales calls on travel agents, Airlines offices, Commercial and Corporate houses, Industrial and Professional Associations and report daily to the corporate office.
	+ Establish a network with the unit hotels for simplified coordination on business. MIS reporting on every working day to the corporate sales office.
	+ Assisting the Regional Sales Manager / Deputy Sales Manager / Assistant Manager – Sales in organizing and promoting in co-ordination with the corporate team special food promotions, exhibitions, Press P.R. parties, media releases, etc as a part of sales and marketing programs in order to stimulate both room and F&B sales**.**
	+ Making conscious and continuous endeavor to meet new clients and maintain congenial relationship with existing clients. Credit management and renewal of credit appraisals. Following up payments owed to the unit hotels and establishing a corporate base of financially stable companies
* SALES EXECUTIVE – Hotel **aloft** Chennai (Starwood Hotels & Resorts worldwide)
November 2015 – August 2016
Involved in the strategic market planning for the companies services, as well as being in charge of the sales team pulled new business from new Companies. Organized merchandising operations and major events like promoting new product launches.
* Conducted detailed market study to analyze the latest market trends, tracking competitor activities and providing valuable inputs for fine tuning the selling & the marketing strategies
* Reduced costs by converting the business with minimal inclusions from the company, personal network to develop marketing intelligence for generating leads; conducting competitor analysis by keeping abreast of market trends & achieving market share..
* Involved in developing a new sales strategies to enhance the business that was adopted across our company.
* Responsible for forecasting market trends, upcoming major events, revenue management and finding new areas of business as well as way to attract the end customer.
* Making sure products and services are supplied to customers on time and Utilizing client feedback.
* Involved in the training of new sales staff.
* Increased average monthly direct sales.
* Assistant SALES & MARKETING Manager – **Trinity Global (INDIA)**.
 August 2014 - September 2015
Responsible for marketing & sales a wide range of the company’s products which included Electronic Security Surveillance like CCTV cameras, sensors alarms and equipments related electronic security .
* Launched and distributed company product to over 100 accounts.
* Involved in the recruitment, interviewing and training of sales staff, handling telecalling team.
* Increased sales in my department by motivating team and making them to give their maximum contribution towards producing the business.
* Negotiated loyalty program with our national vendors.
* Researching the market for related products.
* Arranged client demonstration.
* Regularly liaised with our suppliers to ensure the progress of existing orders.
* Provided customers with competitive quotations.

**PROFESSIONAL EXPERIENCE**

Marketing

* Experience of territorial marketing, account management and client relations and retention.
* Writing detailed sales forecast report for senior company managers.
* Gathering industry data and analyzing spend patterns to highlight the potential for future growth.
* Communicating new products to potential clients.
* Proven ability to maximize sales opportunities by creating professional sales script and building rapport with potential new and also existing customers.

Management

* Willing to accept responsibility and be accountable.
* Created a regional sales reporting and performance monitoring system
* Monitoring and reviewing the performance of sales teams, to ensure targets are met.
* Responsible for monitoring sales levels and patterns on a weekly and monthly basis to identify and predict any potential problems.

**KEY COMPETENCIES AND SKILLS**

Brand launch
Business development
Product advertising
Loss prevention
Planning, Promotions
Competitor analysis
Negotiating
Key account Management

**ACADEMIC QUALIFICATIONS**

EDUCATIONAL QUALIFICATION:

\* DIPLOMA IN COMPUTER SCIENCE ENGINEERING.

 From B.S.F. Polytechnic, Delhi (Approved by B.T.E), 2010

\* Higher Secondary from NIOS, 2011

\* High School from HBSE, 2007

**Personal Details:**

Full Name: Deepak Kumar Sharma

Father’s Name: Mr. Ramavtar Sharma

Languages Known: English and Hindi

Date of Birth: Feb 8, 1992

Permanent Address: V.P.O-Mankawas, Teh.-Ch.Dadri, Distt. - Bhiwani,

 Haryana-127306.

Declaration:

I hereby declare that the information furnished above is true to the best of my knowledge.

Place: Chennai. Yours Sincerely

 (DEEPAK KUMAR SHARMA)