



# DELVIN JOHNSON

## Sales Manager

THRISSUR | KERALA | INDIAN INSTITUTE OF MANAGEMENT,  
AMRITSAR |  
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### OBJECTIVE

Dedicated sales manager with 7+ years of experience and a proven track record at effectively managing Retail, Distribution channels, Enterprise (B2B) sales teams and leading teams in raising quarterly sales by 10% or more. In search of a position with opportunities for professional growth and development, with an emphasis on mentorship.

### EXPERIENCE

- **Vodafone idea Ltd.**

20/04/2022 -

Manager ( Sales & Distribution )

- Preparing territory sales and marketing strategies and Evaluating the team members' performance.
- Determining the sales and marketing methods for increasing sales within the assigned territory.
- Conducting survey to understand customer specifications and Creating brand awareness within the assigned territory.
- Motivating the Sales Representatives and other team members and Maintaining a healthy relationship with the customers.
- Analyzing the sales results and Keeping check on the competitor's sales activities.
- Identify knowledge gaps within the team and develop plans for filling them
- Ensure that company quotas are met by holding daily check-ins with sales team to set objectives and monitor progress
- Manage the month-end and year-end close processes and Serves as a subject matter expert or advisor on selected customer sales and handles issues escalated by team members.

#### **Team size:**

- 4 Distribution ( Monthly Turnover of 2 Cr. Business ) .
- 10 Distribution Sales Executives, 20 Promoters & 5 Freelancers.
- 530 Retail Outlets (Mobile Shops)
- 2 Modern Trade outlets ( MyG & Chennai Mobiles)

#### **Key Achievements :**

- Maximised Gross add share of 31% from 26% in the month of November. A rise of 6% in a span of 6 months.
- Achieved more than 90% in terms of quality new acquisition during this period consistently on my assigned Target by adding additional Promoter in my territory as a part of Infra Development.
- Acheived teritory business growth of 13% during this period.
- Appointed new distributor by replacing an underperforming distributor which resulted in a

*tertiary business growth of more than 40% & a new acquisition growth of 75% in that particular market.*

- **Reliance jio infocomm Ltd.**

*09/03/2020 - 18/04/2022*

Asst. Manager ( B2B SALES & MARKETING)

- Identify opportunities to increase sales and profitability by Achieving growth and hitting sales targets.
- Analyzing the business to determine shortfalls and developing action plans to improve performance
- Converted existing clients from Competition, Generating revenue and achieve business targets consistently (weekly, Monthly basis)
- Drive small and medium enterprise business in the assigned territory and Pitch enterprise sales products to prospective customers
- Coaches, develops and manages the performance of the outside sales team to ensure they have the capabilities required to meet targets for revenue growth, service, productivity, quality and optimization of customer satisfaction within assigned area.
- Collaborates with CB Marketing Manager to assure that effective planning and coordination between CB Sales and the overall marketing objectives of Jio is maintained.
- Facilitates segment-specific strategic planning to maximize market share and revenue and maximize the potential of team's account lists.
- Develops account forecasts and manages sales team to achieve maximum revenue while maintaining profitability.
- Communicates customer concerns, sales opportunities, implementations, and related issues within the sales team, across the local system, and across systems.
- Leads sales team meetings to coordinate sales efforts and communicate changes in direction, products, policies, expectations, processes, and standards.
- Coordinates and maintains effective working relationships with other Jio Business and Jio's Communications departments to ensure high quality customer service.
- Prepares regular expense reports and controls expenses while meeting or exceeding corporate revenue goals and maximizing product margin.
- Creates and participates in opportunities to serve as a public representative and image builder of Jio in the local community in order to network and develop and maintain Jio's presence; e.g., promotes and/or attends non-profit events, serves as a member of the Chamber of Commerce and other local councils.

***Key Achievements :***

- *A\* ( Top Annual Ranking) Performance in consecutive 2 years( 2020-2022) and Successfully met company sales targets by 130% between the years 2020 and 2022.*
- *Included in National Top 20 performer list in Jio enterprise Sales team in consecutive quarters ( Q2,Q3,Q4) in the year of 2021-2022.*
- *Successfully generated a lead of 352 corporate accounts, out of which 60 were realized as high business-giving customers.*
- *Retained a corporate customer that provided the company an annual sales of ₹0.5 crore.*
- **Major Accounts Closed:** ESAF Bank, CSB Ltd., Dhanalaxmi Bank Ltd, kalyan silks India Ltd. Kalyan Jewellers India Ltd, Joy Alukkas India Ltd, Maxvalue Consultancy, Nandilath Gmart, etc.

- **Emerging Technologies**

*07/05/2018 - 28/02/2020*

## Business Development Manager ( B2B SALES )

- Contacting potential clients to Establish rapport and arrange meetings.Planning and overseeing new marketing initiatives.
- Finding and developing new markets and improving sales, Attending Conferences, Meetings and Industry events.
- Developing goals for development team and Business growth and ensuring they were met.
- Examines risks and potentials for the business opportunities.Estimates partners' needs and goals.
- Won new business deals by coordinating requirements; Developing and Negotiating contracts; and Integrating contract requirements with business operations.
- Leading the team in a way that supports EMTCH 's Vision and Mission
- Engaging and motivating the team to achieve key goals, performance expectations and EMTCH 's best practice processes
- Driving the business through a high-level of involvement in the day-to-day operations
- Ensuring that e-leads are handled timely, answering questions, providing information and ideally setting an appointment for a visit to the store
- Managing the negotiation process with Sales Associates ensuring that customers understand their component purchase options and pricing
- Directing all three areas of customer traffic: Showroom, E-Commerce, and Phones

### **Key Achievements:**

- *Introduced online and social media selling techniques, increasing the company's profits by 40%.*
- *Increased territory client base by 50% by being actively involved in marketing and sales promotions.( Add key retail Outlets )*
- Trained a total of 40 + sales officers and support staff members within a short time span of 2 years.
- Created a database of 10,000 + prospective customers following extensive and rigorous leads generating activities.
- Won "Largest Percentage Growth Award" in 2019.

### • **Emerging Technologies**

*04/04/2016 - 05/05/2018*

Project Sales Coordinator ( E commerce & Electronics Products sales Division)

- Maintain organized sales records and report month-end goal setting to the senior management team
- Arrange for creation and distribution of presentations and supporting documents to help sales team generate business leads.
- Monitor and organize inventory while effectively tracking newservices and products for sales.

## EDUCATION

### • **INDIAN INSTITUTE OF MANAGEMENT, AMRITSAR**

*Jan 2022- Jan 2023*

Post Graduate Program In Advanced General Management

### • **Sensorium School of Management**

*2018*

MBA PROJECT MANAGEMENT

6.0/10

- **ST: THOMAS COLLEGE, TCR**  
2016  
Bsc Electronics  
7.2/10
- **GTEC BUSINESS MANAGEMENT ACADEMY**  
2018  
PROFESSIONAL DIPLOMA IN INDIAN,FOREIGN AND SAP ACCOUNTING  
9.0/10

## SKILLS

- PEOPLE MANAGEMENT | TEAM HANDLING | MEETING SALES GOALS | NEGOTIATION SKILLS | DISTRIBUTION MANAGEMENT | CONDUCTING PERFORMANCE EVALUATION |PRESENTATION & DEMONSTRATION SKILLS | MARKET PENETRATION & ANALYTICS | CONFLICT MANAGEMENT & PROBLEM SOLVING SKILLS | LEADING MARKETING CAMPAIGNS | MICROSOFT PRODUCTS( MS OUTLOOK, ONEDRIVE, MS WORD, EXCEL, POWERPOINT, etc) n

## LANGUAGES

- ENGLISH / HINDI / MALAYALAM

## PERSONAL DETAILS

- Date of Birth : 20/10/1995
- Marital Status : Single
- Nationality : Indian

## CERTIFICATIONS & AWARDS

- Earned "IBM "Customer Engagement Specialist "Professional Certification (2020-2021)
- Successfully completed "BRAND MANAGEMENT" ( University of London )
- Marketing Analytics ( university of Michigan).
- "Successfull Negotiation Skills Program (University of Michigan) through Reliance industries study program.
- Certified Business Correspondent and Business Facilator ( National Skill Development Corporation Of India)