

RAVI SOLANKI

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Revenue driven, goal oriented, sales and marketing executive with **14+ years** of work experience and expertise in increasing dealer and consumer sales, spreading awareness and planning strategies to enhance profit and market share for the exceptional growth of the organisation. Out-of-the box thinker for planning and implementing action plans and leading teams that consistently achieve all quality and revenue goals.

PROFESSIONAL EXPERIENCE

Wonder Cement Limited
Associate Officer – (Oct'17 to till date)

Role & Responsibilities:

- Handling Dealers & Retailers.
- Responsible for Distribution expansion.
- To ensure Market Share as per business plans
- Provide strategic feedback to reporting manager.
- Provide strategic direction with technical manager.
- To provide regular training to masons.
- Develop strong market intelligence and monitor competitor activities on trade channel related matters and proactively provide feedback to Leadership.
- To interact with individual house builders & contractors.

Highlights:

- **Increased sales over 310% in Dungarpur from 800 tons in 2017 to 2500 tons in oct 2022.**
- **Made 12 New Dealers and 42 Sub-Dealers** in Dungarpur, Rajasthan.
- **Increased sales over 25%** in Burhanpur from November 2022 to March 2023.
- **Made 3 New Dealers and 7 Sub-Dealers** in Burhanpur.

Infinitech Exim Pvt Ltd
Area Manager – Handset BU - (Nov'15 to Sep'17)

Roles and Responsibilities:

- Responsible for sales and distribution of Handset BU from Jaipur Urban Market.
- **Have been able to contribute towards Business growth from 65 Lacs to 1.5 Crores per month Revenue in Jaipur Urban market.**
- Manage 3 Sales Executives with 18 Promoters.
- Responsible for Financial Transactions between Retailers and the Company while ensuring no Bad Debts and timely payments from Credit given.
- Brand building & building mutually beneficial relations with dealers/retailers/shop owners.
- Formulate innovative strategy for sales promotion activities for Promoters and KROs.

Matrix Cellular International Services Pvt. Ltd.,
Business Development Executive- (Aug'14 to Nov'15)

Roles and Responsibilities:

- Responsible for **generating business from corporate segment as well as from direct sales.**
- **Responsible for getting the plan approved from BM/Marketing as per the requirement of the client.**

- Responsible for getting more and more revenue by pitching high end plans to the client thus meeting all the requirements of the client too.
- **Handling grievances** of the client regarding any of the issue that client is facing.

SR Enterprises CP of Bharti Airtel Limited
Sales Executive- (June'12 to Aug'14)

Roles and Responsibilities:

- **Handling Corporate Sales** of Airtel Wireless business for voice and data.
- **Identify and crack new SMEs to acquire connections**
- Responsible for moulding up of corporate plans as and when required as per the corporate customer requirements, especially in data business.
- Responsible for the revenue generation, follow ups for payments and regular business from the corporate.
- Identification and engagement of Key Retail Outlets (K.R.O) for growth in parameters.
- Handling Retailer and Corporate queries and grievances and resolving them to cultivate relationships, increasing customer satisfaction and business growth.

Highlights:

- **Successfully implemented PTR (post through retail) program in Jaipur.**
- **Engaging highest number of customers for making payment of JVVNL by using Airtel Money.**
- **Crack major deals in corporate like L&T, SNG, NBC etc.**

Idea Cellular Limited (Adecco)
Sales Executive- (Apr'08 to June'12)

Highlights:

- Acquire **highest no. of corporate clients** in Idea cellular
- Achieve award for Post-paid Customer acquisition

EDUCATION

2013 Masters of Business Administration from Sunrise University, Alwar
2007 Bachelor of Commerce from B R Ambedkar University, Agra
