

SANTOSH SWAMI FERKHI

Satyam Arcade, Sector 21, Plot No 26, Kamothe, Khandeshwar, Navi Mumbai – 410209.

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Candidate Summary : Self motivated individual in Sales & Marketing with 20+ years' experience.
Go getter attitude & Proactive approach, Believe in result orientation with Team,
Channel & Product Management.

Career Objective : To inculcate value addition professionally through constant learning & hard work. To
accept maximum responsibility and delivering the output. Enhance my Knowledge,
Talent, & Skills at the best of my ability for the Growth & Prosperity of the Organization.

PROFESSIONAL EXPERIENCE

Sr Manager – Sales & Marketing

MTPL (Aug 2022- Feb 2024)

Key Profile:

- Prioritized building relations with clients and encouraged all team members to take same approach.
- Implemented long term and short term sales activities and ensuring timely implementation.
- Monitoring daily sales, implementation and support team activities and closure of calls.
- Building channel partner network and extend marketing, technical support in building business.
- Input gathering and downloading to development and support team enhanced productivity.
- Lead marketing & sales team for Renewable Energy (Solar Energy).
- Initiate and innovate marketing strategies to increase sales.
- Lead, motivate, acknowledge, and inspire your team to perform beyond expectations
- Ensure customer issues are attended to appropriately and efficiently
- Attend cross-functional meetings that will benefit the sales department

Manager – Distribution Management

Vodafone Idea Limited (May 2008 – Dec 2018)

Key Profile:

- Responsible for setting up robust distribution setup and acquire customers with smooth service.
- Scheme Communication to all category of outlets in 2-3 working days.
- Responsible for Gross, Primary, KPIs and dedicate with extensive compliance norms.
- Planning and execution of targets and ensure FOS incentive qualification.
- Adherence to the norms and compliance with high quality of retailer satisfaction.
- Monitor and make availability of all products with quantity at retail outlets and distributor point.
- Resolve retailer and FOS issues by co-ordinating with respective departments.
- Increase SOGA, SONA, RMS, CMS and increase the maximum utilization of BTS.
- Merchandise every outlet daily and increase the visibility.
- Driving retail expansion by opening new outlets and catering with all products daily.
- Managing a team of PCO business, for central zone with avg. sale of 8 Cr Per annum
- Analysis of targets and planning of sales and acquisition as per the targets.
- Planning and execution of Sales Promotion via High Level of Visibility activities.
- Extensive Distribution Channel Expansion.
- Ensure FOS targets are drilled down for all product ranges available and the same is monitored.
- Targets achievement of Distributors & FOS for Gross, Revenue (Paper+RCV) & other KPIs.
- Maintain ready reckoner of site-wise KPIs.
- Shadowing of tele-callers, backend and runners etc to ensure process compliance (AV –ve, RV, Barring, Rejection and CAF compliance).
- Brand dominance through visibility (Merchandising, Stock availability).
- Co-ordinating with sales, customer care and commercial team for new product launches &

special offers / promotions through retail channel.

Key Achievements:

- Highest MoU per subscriber and growth in Tertiary with High VLR.
- Awarded “Best Performer in the Mumbai Circle” by successfully achieving target for FWP January, February, and June 2010 & SOGA.
- Highest % Conversion of Loop, Reliance and Aircel Subscribers base.
- Achieved and maintained SOGA/Market Leadership in the territory with ever highest Gross Adds.
- Achieved Highest 93% of Retailer Digital App adaption in Circle.
- Highest growth in Distribution KPI's.
- Appreciated for Maximum utilization of BTS in the territory with zero LUT.

Area Sales Manager - Prepaid

Tata Teleservices (Maharashtra) Limited (April 2007 – May 2008)

Key Profile:

- Ensuring adherence and compliance by the Distributor of company norms in respect of adequate financial investment, infrastructure provision, quantitative & qualitative aspects of Manpower Provision and Target Achievements.
- Responsibilities involve handling Distributor with RCV, Handsets sales.
- Achieve monthly acquisition targets.
- Regular updates and communication of the schemes to trade.
- Strengthen retailer network by daily service and making stocks availability.
- Responsible for market Penetration in the Zone.
- Personal Handling Premium Category Outlets on regular basis to ensure higher market share.
- Effectively & speedily communicating the channel about changing product Features, Tariffs and Schemes.
- Briefing & training the team about changing Product Features, Tariffs, & promotion schemes.
- Motivating and aligning members of the team for self initiated sales on regular basis.
- Setting and monitoring individual targets for RCV executives.
- Designing & running contest for Team members from time to time for target Achievements & Team motivation.
- Handling customer's issues confronted by the channel to maintain high level of customer satisfaction without affecting Channel's morale.
- Increasing the visibility with regularly merchandising the outlets.
- Keeping competition activity and new scheme information.

Key Achievements:

- Highest acquisitions and handset secondary in south zone.
- Highest Installation of Walky across the territory.

Territory Manager

Linkwell Telesystems Pvt Ltd (2004-2007)

- Appointing Distributor and establishing sub-dealer network to strengthen further it at micro level.
- Responsible for sales related activities follow up from corporate clients and achieving monthly & quarterly targets.
- Developing the business from the corporate clients through establishing a good relationship and providing prompt service support at the dealer end.
- Training dealer's executives on effective tapping of respective areas & ensuring that customers are getting prompt after sales service in post warranty period.
- Maintaining cordial relation with BSNL & other Operators for collecting information Influence our business.

- Collecting information on competitor's activities & forwarding the same to corporate office.
- Co-ordinate with commercial, service depts. in extending maximum support to Dealers.
- Handling all the administrative activities and Branch Expenses.

Key Achievements:

- Achieved revenue of **1 Crore** in Dec.' 2004 entering Mumbai Branch into **Elite Club Group**.
- Achieved breakthrough as a registered Vendor with Vodafone for PCO FWP & FCT.

Customer Sales/Service Officer

Zip Telecom Limited (1999 - 2004)

Key Profile:

- Appointment of Direct sales agents.
- Provide on the job sales training to Distributor & DSA salesman.
- Recruitment and motivation of field sales staff.
- Responsible for achieving maximum sales/Revenue targets for the territory.
- Screening and recruiting of sales persons for Distributor & DSA.
- To promote and identify advertisers and to explore new business opportunities.
- Ensure timely bill delivery and bill collections and distributor profitability.

Key Achievements:

- Installed highest number of Payphones in Taloja & Uran remote areas.

EDUCATION

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| ➤ MBA/PGDBA | - Welingkar's Institute of Management | - Mumbai. |
| ➤ B.E. Electronics | - A C Patil College of Engineering | - Mumbai. |
| ➤ Dip. Electronics | - V.E.S Tulsi Technical Institute | - Mumbai. |

PERSONAL DETAILS

- **Date of Birth** : February 15th 1975.
- **Languages** : English, Hindi, Marathi, Telugu.
- **Interests** : Traveling, Music.

Santosh Swami Ferkhi.