Manoj Patil

Area Sales Manager

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PERSONAL STATEMENT

Area sales manager with 9 years of experience in decorative paints and building materials across North Maharashtra. Lead a team of 6 sales officers, 3 distributors and 420 dealers, achieving 109% of a ₹38 crore annual target in FY 2025-26 while reducing outstanding days from 52 to 38.

WORK EXPERIENCE

Area Sales Manager · Sahyog Paints and Coatings Ltd, Nashik — Apr 2021 – Present

- Achieved 109% of the FY 2025-26 target of ₹38 crore across Nashik, Dhule, Jalgaon and Nandurbar districts, up from ₹27 crore in FY 2021-22.
- Lead 6 sales officers and 3 distributors serving 420 dealers; added 85 new dealers and placed 60 tinting machines in 2 years.
- Reduced distributor outstanding from 52 to 38 days through credit-limit reviews and monthly collection targets for each officer.
- Ran 140 painter meets and contractor loyalty events, increasing premium emulsion share of territory sales from 18% to 27%.

Sales Officer · Deccan Building Solutions Pvt Ltd, Chhatrapati Sambhajinagar — Jun 2017 – Mar 2021

- Grew territory sales of tile adhesives and waterproofing products from ₹5.5 crore to ₹9 crore, achieving 115% of target in FY 2019-20.
- Appointed 2 new sub-distributors in Jalna and Beed, extending coverage to 140 dealers.
- Trained dealers' counter staff on product application, cutting customer complaints on adhesive usage by half.

EDUCATION

MBA in Marketing · Godavari Institute of Management Studies, Nashik — 2015 – 2017
Grade: 66%

B.Com in Commerce · Panchavati College of Commerce, Nashik — 2012 – 2015
Grade: 64%

SKILLS

Territory sales management · Distributor management · Dealer network expansion · Sales team leadership · Target planning · Credit and collections · Trade schemes · SAP SD and Excel MIS

CORE SKILLS

- Team coaching
- Negotiation
- Market intelligence
- Channel conflict resolution
- Sales forecasting

LANGUAGES

Marathi · Native · Hindi · Fluent · English · Professional

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