Deepak Choudhary

Channel Sales Manager

deepak.choudhary@example.com +91 93XXX XXX12 Indore, Madhya Pradesh
linkedin.com/in/deepak-choudhary-example

PERSONAL STATEMENT

Channel sales manager with 10 years of experience building distributor and dealer networks for solar power products and IT hardware across Madhya Pradesh and Chhattisgarh. Manage 9 distributors, 350 dealers and a team of 4, achieving ₹64 crore against a ₹58 crore target (110%) in FY 2025-26 while cutting channel inventory from 45 to 30 days.

WORK EXPERIENCE

Channel Sales Manager – MP and Chhattisgarh · Suryakiran Power Systems Pvt Ltd, Indore — Jan 2021 – Present

- Achieved ₹64 crore in FY 2025-26 against a ₹58 crore target (110%) for solar inverters, batteries and rooftop kits, up from ₹31 crore in FY 2021-22.
- Appointed 3 new distributors in Jabalpur, Raipur and Rewa, expanding coverage from 190 to 350 active dealers.
- Launched a tiered dealer loyalty programme with quarterly slabs, raising repeat ordering dealers from 58% to 76%.
- Reduced channel inventory from 45 to 30 days through monthly stock reviews and a liquidation scheme, cutting price-undercutting complaints.

Channel Account Manager · Narmada Infotech Distribution Pvt Ltd, Bhopal — Jun 2016 – Dec 2020

- Managed 120 IT resellers and system integrators selling laptops, printers and networking products, with ₹35 crore annual sales.
- Achieved 108% of the FY 2019-20 target and grew government and education tender business through 15 certified partners.
- Ran partner training on new product lines for 200+ reseller staff, improving attach rate of accessories by 19%.

EDUCATION

MBA in Marketing and Sales · Malwa Institute of Management, Indore — 2014 – 2016
Grade: 7.3 CGPA

B.E. in Electronics and Communication · Avantika College of Engineering, Ujjain — 2010 – 2014
Grade: 68%

SKILLS

Channel sales · Distributor appointment · Dealer network expansion · Partner programmes · Channel inventory management · Scheme design · Credit control · Salesforce and Excel MIS

CORE SKILLS

- Team leadership
- Negotiation
- Channel conflict resolution
- Sales forecasting
- Market mapping

LANGUAGES

Hindi · Native · English · Fluent

MakePerfectResume · Free