# Suresh Reddy

**Field Sales Executive**

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**PERSONAL STATEMENT**

Field sales executive with 4 years of experience in automotive lubricants and FMCG retail across Krishna, NTR and Guntur districts. Covers 180 outlets on a fixed beat plan, achieved 116% of a ₹2.4 crore annual target in FY 2025-26 and holds a valid two-wheeler driving licence for daily field travel.

## WORK EXPERIENCE

**Field Sales Executive** · Krishna Lubricants Pvt Ltd, Vijayawada — May 2023 – Present

- Achieved 116% of the FY 2025-26 target of ₹2.4 crore by covering 180 auto parts shops and mechanic garages on a weekly beat plan.
- Activated 52 new mechanic garages and revived 30 lapsed outlets, adding about ₹38 lakh in annual sales.
- Enrolled 300 mechanics in the company loyalty app, raising repeat purchase of 1-litre engine oil packs by 21%.
- Book 25–30 outlet orders a day on the SFA app with GPS check-ins, maintaining 95% beat adherence in monthly audits.

**Field Sales Representative** · Sri Venkateswara Agencies, Guntur — Jul 2022 – Apr 2023

- Covered 90 kirana and general stores for a biscuits and beverages distributor, achieving 103% of the ₹65 lakh annual target.
- Increased average lines per call from 4.2 to 6.1 by pitching slow-moving SKUs alongside fast movers.
- Collected cash and cheques on delivery days with zero reconciliation errors in 10 months.

## EDUCATION

**B.Com in Commerce** · Sri Sai Degree College, Guntur — 2019 – 2022
Grade: 69%

## SKILLS

Beat planning · Retail outlet coverage · Order booking (SFA app) · New outlet activation · Merchandising and visibility · Scheme communication · Cash collection · Basic MS Excel

## CORE SKILLS

- Relationship building
- Self-motivation
- Local market knowledge
- Negotiation
- Punctual reporting

## LANGUAGES

Telugu · Native · English · Professional · Hindi · Conversational

## HOBBIES & INTERESTS

Kabaddi, motorcycle touring

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