



RUDRA PRATAP BEHERA

BUSINESS DEVELOPMENT PROFESSIONAL

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Top-ranked sales and marketing professional recognized for contributions to record-setting sales figures, territory management, and new account development.

Targeting assignments in : Wine and Spirits and Cement Industries

Profile Summary

- **15 years of experience in expanding the company's market shares** through strategic sales initiatives and meticulous business planning.
- **Effective leader** with an in-depth understanding of the sales cycle process with complete focus on customer satisfaction throughout all stages.
- Experienced **cold-caller, expert presenter, negotiator, and closer.**
- **Proven skills in breaking new avenues and driving revenue growth**, and conducting opportunity analysis by keeping abreast of market trends/competitors.
- **Adept to cope up** with the changing and demanding situations.
- **Expertise in developing new clients** and negotiating with them for securing profitable business.
- Successful in **planning, developing, and appointing new business partners** to expand product reach in the market.



Notable Accomplishments Across the Career

- Successfully increased **organizational revenue by 17 percent** from the previous year | Catalyst Biotechnology
- Received appreciation and a cash award of **INR 35000 from Head/VP** for exceeding sales numbers | Catalyst Biotechnology
- Awarded with a cash award of INR 15000 from the **Regional Director and Head** | Resinova Chemei Ltd an Astral Company
- **Accomplished revenue generation of INR 1.8 CR** in the adhesive segment | Resinova Chemei Ltd an Astral Company
- Rewarded with an appreciation for outstanding performance by Board Trustee | Liquor Off Shop (Ramesh Saho)
- Bestowed with appreciation from VP, land acquisition in regards to a land deal | JSPL



Core Competencies

Closing & Negotiation Skills

Prospecting Skills

Sales Strategy

Territory Management

Strategic Marketing

Brand Management

Leadership



Soft Skills

Creativity



Time Management



Adaptability & Flexibility



Verbal and Written Communication



Interpersonal Skills

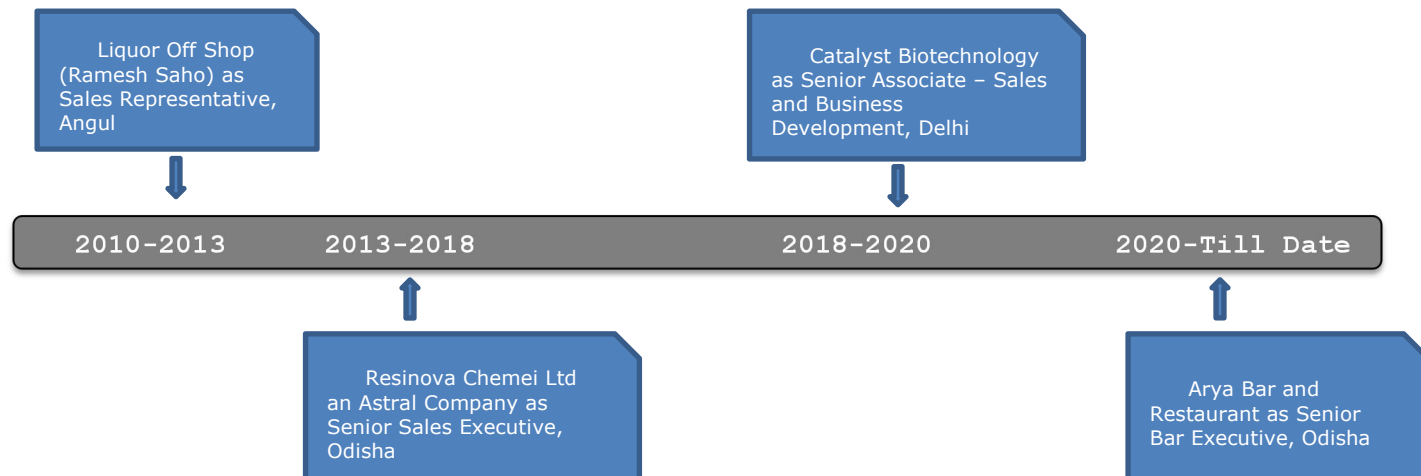


Decision Making





Recent Career Timeline: Since 2010



Work Experience

Feb 2020 – Present: Arya Bar and Restaurant., Odisha as Senior Bar Executive



Key Result Areas:

- Effectively worked in order to maintain and keep a track on opening and closing stock.
- Actively represented tasks and schedules and ensured gave proper attention to consumer needs.
- Acted as a resourceful asset to the management team by providing original solutions and incorporating new brands of liquor and cocktails.
- Introduced premium and extra premium drinks to the consumer's which resulted in increased bar revenue and growth.

Nov 2018 – Feb 2020: Catalyst Biotechnology, Delhi as Senior Associate – Sales and Business Development for Odisha Region



Key Result Areas:

- Efficiently created effective relationships with other leaders to leverage partnership development.
- Represented as a key member in determining the most effective go to market strategy and approach per the company's product suite.
- Proficiently served as a contributor to driving the overall Amazon advertising strategy and business growth.
- Constantly established marketing and sales opportunities.
- Creatively assisted with proactive outreach efforts and campaigns to build relationships and identify opportunities with prospective clients and stakeholders.
- Showcased skills to prepare and present business reviews regarding progress and development.
- Successfully led and grew the business development team.
- Diligently assisted in developing and maintaining relationships with the plant, warehouse, corporate office.
- Acted effectively as a team player with management while taking a proactive role in improving overall company performance through channel sales functions of converting grain-based distillery plants new clients across the given areas (Odisha, Bihar, Jharkhand, Chhattisgarh, West Bengal, Assam, Sikkim, Manipur, Nepal, and Bhutan).
- Demonstrated in-depth knowledge of credit control measures for reducing the incidents of bad debts.

Jul 2013 – Oct 2018: Resinova Chemei Ltd an Astral Company, Odisha as Senior Sales Executive



Key Result Areas:

- Responsible for developing a strategy and channel sales plan by following secondary and primary orders.
- Accountable for gathering client needs and presenting new business opportunities and revenue models.
- Efficiently supported the retail sales in expanding market share.
- Showcased in-depth experience in the retail industry while looking over the industrial supplier, hardware, and glass segments.
- Proficient in providing insight and analysis with the ability to achieve the desired results.
- Identified and influenced senior management and stakeholders for taking quick and solid decisions.
- Meticulously delivering high quality and consultative presentations demonstrating product features and benefits aligned to the client's needs with the ability to persuade and close business.
- Experienced owning quarterly and annual sales targets for the designated regions.
- Strategically developed and grew the company's existing managed services/accounts, while identifying potential targets.

Apr 2010 – Jun 2013: Liquor Off Shop (Ramesh Saho), Angul as Sales Representative

Key Result Areas:

- Responsible for increasing the gross profit percentage in the given sales territory year over year.
- Accountable for identifying and approaching potential customers, networking with stakeholders, promoting brands.
- Successfully developed the strategy to drive business growth throughout the territory by ensuring the availability of brands in liquor stores.
- Consistently focused and able to achieve sales objectives through effective account management and commitment to customer satisfaction.
- Demonstrated good decision making by delivering appropriate product messaging, information, and resources to targeted customers to maximize revenue.
- Constantly provided excellent customer service, while successfully contributing to the company's sales team.
- Efficiently utilized available processes and programs to track pipeline activities and analyze sales trends.

Previous Work Experience

Aug 2006 – Feb 2008: JSPL, Angul as Sales Representative

Apr 2003 – Feb 2006: Angul Collectorate for Truckers Project, Angul Odisha as Senior Project Coordinator

Education

- **MBA – Business Administration** from Astha School of Management in 2010.
- **Bachelor's – Economics** from Government College in 2006.
- **HSC** – from Army School in 2003.

Training/ Certification

- Empathy for Sales Professional from LinkedIn Learning in Jul 2020.
- Introduction to Beer and Brewing from Apperitivo in June 2020.
- Management Skills - Team Leadership Skills Masterclass 2020 from Udemy in June 2020.
- Wordpress Master Certification from Online Digital Marketing Academy in May 2020.
- Become a Learning Machine 2.0: Read 300 Books This Year from Udemy in May 2020.
- Persuasion Masterclass: How to Powerfully Influence Anyone from Udemy in May 2020.
- 8 Spirited Days from The Happy High Bartending Academy in May 2020.
- Digital Marketing Foundation Course from Digital Marketing Academy in May 2020.
- Practical Applications of Marketing Through Search from Marketing Labs in May 2020.
- Google Analytics Power Program Certification from Marketing Labs in May 2020.
- Marketing Through Search – In Practice from Digital Marketing Academy in May 2020.
- Masterclass in Logistics from Masterclass in May 2020.
- Masterclass in Sales from Masterclass in May 2020.
- Whisky Ambassador at WWT Ventures from Mr. Uday Balaji in March 2020.
- Digital Marketing Certified Professional from Digital Marketing Academy.
- Email Marketing Professional Certification from Marketing Labs.
- Google Analytics Power Program Certification from Marketing Labs.
- Marketing Through Search – In Practice from Digital Marketing Academy.
- Digital Marketing from VQMS Pvt Ltd.
- WSET – 1&2 from VQMS Pvt Ltd. | Six Sigma Green Belt (SSGB) from VQMS Pvt Ltd.
- Six Sigma Yellow Belt (LSSYB) from VQMS Pvt Ltd. | NCC Level B and C.

Workshops - Sales and Marketing Management

- Conducted induction training for new joiners at Catalyst Biotechnology.
- Delivered induction training at Astral Adhesive.

Personal Details

Languages Known: English, Hindi, Oriya | **Address:** Rudra Pratap Behera C/O - Late Arjun Behera AT /PO - Turang, Dist - Anugul, State - Odisha, Pin - 759123. Mob no - 9437272951

Location Preference: Odisha