

Manpreet Gill

Area Sales Manager – FMCG General Trade

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PROFESSIONAL SUMMARY

Area sales manager with eight years in FMCG general trade across Punjab and Himachal Pradesh, currently leading six sales officers and twelve distributors. Delivers monthly secondary sales targets, drives outlet expansion in rural markets and keeps distributor claims and stock ageing under control. Known for close beat-level reviews and fair, data-backed incentive plans.

SKILLS

Distributor management · Secondary sales growth · Beat planning · Team coaching · Trade schemes · Rural distribution · Claims settlement · DMS reporting · Excel MIS

EXPERIENCE

Area Sales Manager — Listed packaged foods company, Ludhiana

4 years · current

- Lead six sales officers and twelve distributors covering about 9,000 outlets, delivering annual secondary sales of roughly ₹42 crore.
- Achieved between 103 and 111 percent of target in each of the last three financial years, including one year of flat category demand.
- Added around 1,400 rural outlets by redesigning beats around weekly haat days and appointing two sub-stockists in hill districts.
- Cut distributor claim settlement time from about 60 days to 25 by introducing a monthly claims review with finance.

Sales Officer — Multinational personal care company, Jalandhar

3 years 2 months

- Managed three distributors and 22 salesmen across Jalandhar and Kapurthala, growing territory sales by about 18 percent in two years.
- Ran a focused visibility drive with 150 chemist outlets that lifted skincare range availability from 40 to 72 percent.
- Trained new salesmen on order-booking handhelds and reduced wrong-billing complaints from retailers within the first quarter.

Territory Sales Executive — Regional beverages brand, Ludhiana

1 year 4 months

- Opened 230 new outlets in peri-urban markets through van sales and cooler placement agreements with high-traffic shops.
- Collected outstanding retailer payments on every beat and kept overdue credit below the limit set by the distributor.

- Reported daily orders and outlet additions through a mobile app, earning a regional award for accurate market data.

EDUCATION

MBA, Marketing — Private university, Phagwara

B.Com — Government college, Ludhiana

CERTIFICATIONS AND REGISTRATIONS

- Advanced Excel for Sales Reporting

PROJECTS

- Hill-district sub-stockist model — piloted two sub-stockists that now service about 600 outlets profitably

LANGUAGES

English · Hindi · Punjabi