

# MB&A

MADAN BAJPAI & ASSOCIATES



## MADAN M. BAJPAI

SALES & DISTRIBUTION SPECIALIST

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*“ You can sell a product  
with commitment but  
you can win the  
customer’s trust only  
with conviction.”*

### AREAS OF EXPERTISE

#### **Sales Consulting**

Market Opportunity Analysis -  
Sales Strategy Development -  
Channel Development -  
Distribution Expansion -  
Sales Execution -

#### **Sales Coaching**

Sales Manager Grooming -  
Frontline Sales Team Training -  
Incentive Plan Designing -  
Individual Salesperson -  
Activity Detailing

### PROFILE

Madan strongly believes and demonstrates that ‘selling’ is only the start of a relationship-building process and should never be treated as a means to the end. A seasoned Sales & Distribution Specialist, he brings with him over 30 years of experience in the field of Sales, having held senior management positions with reputed Telecom and FMCG brands including Reliance, Airtel, Hindustan Unilever, Coca Cola and Xerox. He continues to work his sales experience to develop, evaluate and execute sales strategies for a myriad of organizations including start-ups, small and medium scale companies, and giant conglomerates. His laser-sharp focus on last mile execution and front-line sales team buy-in sets his style apart from the tried and tested sales approaches. His people skills and ability to think out-of-the-box add on to his extensive expertise and knowledge of Sales Management. In addition to Sales Consulting and Coaching, Madan also coaches and mentors people for holistic and better performance in their everyday life. He is a great motivator, guide and soft skills trainer and brings about a 360 degree change in people.

Madan holds a Post-graduate Degree in Management along with a Master’s Degree in Social Sciences, which rounds up his expertise with in-depth understanding of human behaviour and people development.

## ACCOMPLISHMENTS

- 2015 -** Took over Own Retail of Reliance Communications to register a growth of three-fold in the prepaid and two-fold in the post-paid categories.
- 2014 -** Appreciable turnaround in Reliance's GSM revenues for Mumbai metro with quarter-on-quarter (Q-o-Q) growth after eight quarters of decline.
- 2014 -** Achieved year-on-year (Y-o-Y) growth of 12% in overall revenue of the western region for Reliance Communications (highest in industry)
- 2013 -** Gained substantial Revenue Market Share (RMS) in two quarters for Reliance Communications in the western region.
- 2009 -** Headed the fastest rollout of network in a record time of six months for launch of Aircel Mumbai Circle.
- 2010 -** Obtained the highest share in incremental Customer Market Share (CMS) within the first year of Aircel's launch in Mumbai.
- 2005 -** Recognised as an 'Exceptional Contributor' at Airtel for turning around the retail market in Mumbai, leading to dominance in Incremental Market Share.
- 1999- 2003 -** Spearheaded the identification and development of several new markets in rural segments of Maharashtra, Nepal and Sri-Lanka for Coca Cola; strengthening the market share by up to 81% in Nepal.
- 1991-1993 -** Streamlined the distributor network in Kolkata and Gujarat region for Brook Bond Lipton, leading to remarkable growth in market share.

## OTHER ACCOMPLISHMENTS

- Visiting faculty at NarseeMonjee Institute of Management Studies (NMIMS), Mumbai
- Consultant for Coca Cola bottling unit at Srilanka in 2002
- Advanced Selling Skills Trainer at Coca Cola
- Crack team leader in Airtel to revive Gujarat circle in 2006
- Conducted 100 hours training for the Reliance Own Retail team across India in 2015
- Acclaimed as the national MNP (Mobile Number Portability) expert in Reliance after his unprecedented success in the western region in 2016

## OTHER QUALIFICATIONS

- Sales Management Program – NarseeMonjee Institute of Management Studies (NMIMS), Mumbai
- Manager's Course -Gulita, Mumbai
- Strategic Management Course – Administrative Staff College of India, Hyderabad
- Dimensions of Professional Selling - Carew International, Coca Cola
- Leadership Development Program – Indian Institute of Management (IIM), Ahmedabad
- Leadership Course – Franklin Covey, Mumbai