

Saapan Saahibi

Lucknow, Uttar Pradesh, India

Corporate Trainer & Visiting Faculty

PROFILE

- A dynamic business professional with over fifteen years of rich experience in the entire spectrum of Sales & Marketing activities for a diverse range of products with big corporate entities.
- A diligent professional with thorough expertise in planning and strategizing business models, product launch, promotional activities, business performance monitoring, management & review, market research & analysis, and business development through sales force management.
- Demonstrated expertise in target structuring & achievement resulting in a track record of constant progress and exceeding the performance targets even under demanding situations in a highly competitive and fast-paced market.
- Proven capability of managing unit office, strengthening & improvement of the business systems, and motivating and leading large but effective teams.
- Possess a strong background in capturing market intelligence and providing significant contribution to customer support functions and development of related training tools so as to explore & expand business opportunities.
- Recreational activities complementing my work include reading & writing.

A brief of my core competency areas is outlined below:

Strategic Planning	Unit Management	Market/Sales Analysis
Performance Monitoring	Promotional Activities	Project/Team Management

PROFESSIONAL EXPERIENCE

Present Profile

Corporate Trainer (Self Employed)

- Presently conducting Training Sessions in Sales, Behavioural Skills, Motivation, Leadership, Time management, Stress management.
- Taking written and practical assessments as a Evaluator.
- Conducting counselling sessions (Career & Personal Both)
- Completed more than 150 Trainings (Trained more than 4500 Trainees)
- Empanalled Visiting Faculty (M.B.A. Retail Management) at Lucknow University
- Visiting Faculty at Wigen & Leigh College .

SOME TRUSTED BRANDS WITH WHOM ASSOCIATED

- + SHOPPERS STOP
- + RELIANCE TRENDS
- + ARVIND LIFESTYLE BRANDS
- + DOMMINO'S
- + PANASONIC
- + NSDC

Previous Work Experience

MAX Retail – Lifestyle International Limited (A Landmark Group Company, Dubai)

Worked as Assistant Store Manager at MAX Store Lucknow from November' 06 – July10

Operations and Sales incharge of a 10000 sqft retail store with merchandise in the categories of garments, footwear, home furnishings, accessories and gift items and a store strength of 50 .

Revenue Generation – Generation of sale revenues through achievement of budgeted sales. Rational distribution of targets and stock management to ensure adequate cover days and options available to customers across all SKU's. Forecasting and assessment of per employee productivity and revenue generated per footfall to arrive at strategies for target achievement. Planning weekly, monthly and quarterly targets and betting for next season with performance inputs on current and projected rate of sale from department managers.

Operations – Ensuring strict discipline is followed regarding standard Store Operating procedure related to Store Opening/Closing, Sales and cash Audit, HR Procedures, Perpetual Inventory Audit, Petty cash Payments and records, Vendor payments etc

Competition Mapping – Monthly competitor study of merchandise stock on floor, display changes, assessment of sales figures and average walkins, conversion and basket size. Schemes if any being run, styles and colour palette of stock, slow and fast movers and area allocated to various sub-categories.

Liaisoning – With outside parties to facilitate regional marketing and visual merchandising team. Maintenance of relations with Mall management various vendors like housekeeping, security, pest control, stationary, tea/coffee etc. Frequent and smooth relations with area incharges of shop in shop categories like Biba, Levis, New Port etc.,

Space Management – Maintenance of desired standard of space arrangement ensuring proper walkways and space between browsers at the same time utilizing every inch of retail space to the fullest.

Shop in Shop – Ensuring their stocks are GRN'd on time with proper documentation. Assessment of rate of sale and stock replenishment accordingly. Ensuring PRN's of non-sellers and damages. Staff management and space management of stocks.

Customer Service – Ensuring best customer service is delivered at every customer key contact point. Regular training to staff on customer approach, customer facilitation and interaction ensuring best of experience to every customer. Maintaining basic presentability of all staff in terms of physical appearance and code of conduct.

Visual Merchandising – Facilitating display at window and store props with every change of season. Ensuring merchandise display as per co-ordinates and story line as per retail paknogram for the season. Ensuring proper signage with all display and proper size-cubing and steaming of garments.

Controlling Pilferage – Complete manning of entry point to trial room, ensuring count is strictly observed on number of garments being taken in for trial. 100% security tagging of all merchandise. Watch on alteration and exchange counter activities on a daily basis.

Marketing – assistance to regional marketing team in getting in touch with local sources and arranging for best deals for them. Providing them with competition information as and when required.

General Maintenance- General maintenance of retail standards of display on floor, maintenance of back office and back stores. Ensuring all data and files are well maintained and kept and properly recorded and tracked.

Inventory Management- Assessment of stocks at the option level to know the reason for the good or not so good rate of sale and thereby pushing non-movers by extra attention to displays and co-ordination. Preparing pivots to access freshness of section and analyzing size constraints to be filled up with timely replenishments. Generation of 75% sell thru for all options of the season by season close. Ensuring stock is entered into book records and store inventory and put on display in the least time. Ensuring all stocks being moved out are sent with proper documentation. Analysing sales versus inventory to push for category stock requirement and to ask for offers or pull-outs of non-moving styles.

People Management- Daily staff briefings to ensure all staff are well-informed about their roles and responsibilities for the day and they are well motivated at the start of the day. Looking after their regular staff welfare needs and ensuring that they are getting one to one training on a periodic basis. Supervising department shift charts and staff strength.

Team Management – Creating and binding the team to ensure positive energies are brought out and negatives are eliminated. Giving adequate platform to performance and ensuring the best environment for all to grow through self efficiency and competence growth.

Training – Creation of first ever training manual at store for employees on the basis of which he can be put on Induction to gain overall knowledge of the Company, its philosophy, governing principles, various formats, departments in a store and basic knowledge of merchandise and display in various departments. Training on customer behaviour at various points and tricks on up-selling and cross-selling across the store.

Vishal Megamart (Vishal Retail Ltd.) Nov' 05 – October ' 06

Worked as Floor Manager at Vishal Megamart Store – Lucknow

Was responsible for –

- Looking after KIDS section in all .
- Maintaining Inventory of the department on regular basis.
- Coordinating with corporate people on daily or weekly basis.
- Looking after Toys& Games with Kids Apparels .
- Maintaining Sales MIS on daily basis and analyzing it through various methods.

Worked as a **Deputy Manager** in “CUBES” (Mass Retail Pvt. Ltd.), Lucknow from Sept. 2002 to Oct. 2005.

Was responsible for -

- Looking after overall sales of the Store.
- Looking after Staff Management and their problems.
- Warehouse Management, taking care of all inventory part.
- Working experience at Cash Counter also.

Pantaloons retail Ltd.

Worked as a **Senior Sales Executive** in **Pantaloon Retail India Ltd.**, Kanpur from Oct 2001 – Aug 2002

Key Responsibilities:

- Responding efficiently and accurately to queries raised by customer or senior Manager.
 - Preparation and analysis of monthly Sales Reports in connection to the sales.
 - Co-ordination between sales team and the reporting Manager as may be required.
- Worked as a **Project Manager** for **Ogilvy Outreach Communication Network** (A Rural Division of **Ogilvy & Mather Ltd.**) from May 1999 to Sept. 2001.

Was responsible for

Previously Managed Projects

- Managing all Rural Campaigns for Ogilvy Outreach in Central U.P.
- Mainly looking 16 Districts in Central U.P.
- Mainly looking after brands of HINDUSTANLEVER LTD.
- Looking after WALL PAINTING, DEALER BOARDS, HOARDINGS and all other promotional activities like MOTORCYCLE CAMPAIGNS and STALL CAMPAIGN in villages as well as in town .

EDUCATION & PROFESSIONAL DEVELOPMENT

Certificate in Corporate Training from PEAK PERFORMANCE TRAINING, Bangalore

Certificate (Sales & Soft skills training) from Manipal City & Guilds

P.G. Diploma in Advertising & PR (Awarded Silver Medal)

LBSIMDS Lucknow 1997

BACHELOR OF ARTS

Lucknow University, 1995

Computer Knowledge

MS Office

Languages Known

English, Hindi

SAAPAN SAAHIBI
