



# **RAJEEV NARANG**

Transformation Consultant,  
Sales and Marketing



# POSSIBILITY OF **CREATIVITY** & CONTRIBUTION



## TRANSFORMATION CONSULTANT

Business Mentoring, working with the promoters, top management to transform

- Products to Brands
- Companies to Organizations
- People to Professionals



## SALES & MARKETING CONSULTANT

Helping companies, new and old, to put structures & processes in place; inside of Sales & Marketing functions. Leading the teams from the front, creating Sales & Marketing Strategies to achieve the following goals and sales objectives:

- Sales Policies definition, implementation, Tracking & Reporting Systems
- Handling the Challenges in sales – lead generation, conversion to business, and retention of customers
- People to Professionals

- Assist in developing distribution channels, modern retail, online sales channels
- CRM & Pipeline management
- Reward & Retention programs, Team engagement & motivation
- Sales Training – from need identification to execution
- Branding & Brand building through the entire product life journey
- Trade Marketing Management – Retail level Brand interactions, Customer engagement activities, Trade Schemes and Incentives, and Meets
- Online & offline brand visibility initiatives
- PR and Advertising Strategies



## COMMUNICATION & BRANDING EXPERT

Transforming Products to valuable Brands to find the appropriate space in the minds of consumers, channels, influencers, and employees. Helping the development of Brand & Communication strategies targeted to all interfaces, that would include:

- Developing the Brand Identity, Core values and the promise that the Brand offers
- Defining the Voice of Brand and managing the Brand perception
- Developing Communication tools, targeted towards Channel, customers and other target groups
- Internal & External Brand Communications

- Content for all platforms – offline & online
- Marketing Strategy aligned to the sales plan – ATL and BTL
- Digital Marketing strategy



# BACKGROUND & EXPERIENCE

- Total experience of 30 years
- Have worked in Luxor-Parker Group in Brand Management team and Trade Marketing Management roles
- Founder of Brand Buzz Merchandising Solutions that was later merged to AIPL Group and became AIPL BrandBuzz LLP. Brand Buzz has completed 20years.
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- Author of GET UP, ARiSE, Boost your Sales Success. It is an adaptation of the Next Level workshop into a workbook. (Will be launched in last week of February, 2021)
- Founder of Aarogyalay. An online platform to promote health in schools through Ayurveda. [www.aarogyalay.com](http://www.aarogyalay.com)
- Founder of Phenk-Mat, Gaadi Se Sadak pe. An award-winning social initiative, to promote awareness against car littering.
- Laughter Yoga Ambassador – I conduct laughter Yoga Sessions and Stress Management workshops in schools, hospitals, companies and institutions.
- Now working as an independent consultant, offering services as mentioned above.



# WHAT I CAN DO?

Though the areas of expertise have been detailed in the first part of this document, following are the specific services that I can offer:



## GO-TO-MARKET STRATEGY FOR NEW PRODUCTS / SERVICES / SOLUTION / START UP

- Understanding of the category through Research
- Creating Brand Identity
- Marketing Plan – including online visibility
- Brand Communication Strategy for all interfaces – customers, channels, influencers
- Building an Organization Structure
- Systems & Structures for Reporting & Feedback
- Tools & enablers for progress



## TRANSFORMATION TO ACHIEVE NEXT LEVEL – FROM WHERE EVER ONE IS AT TO WHERE ONE WANTS TO REACH

- Bridging the gaps – especially in the area of sales & marketing

- Studying the existing scenario, understanding the current place, voice of customer, voice of team and voice of Brand. Identifying the gaps and barriers in growth of Business
- Hand holding through the process of transformation – meetings, training, feedback sessions
- Creating enabling tools, programs, structures to achieve the desired objective



## **BRANDING & BRAND BUILDING THROUGH ONLINE AND OFFLINE INITIATIVES**



## **MARKETING BUDGETING**



## **CONCEPTUALIZE EMPLOYEE ENGAGEMENT PROGRAMS AND GET THEM IMPLEMENTED**



## **SALES MEET – FROM THEME TO FINAL PRESENTATION, AND BEING A PART OF IT FOR COMPLETE ENGAGEMENT TOWARDS THE ACHIEVEMENT OF GOAL**



## **TRAINING – SALES & MARKETING**

# CASE STUDIES & PAST EXPERIENCES THAT I AM PROUD OF (AND EVEN THE CLIENTS ARE)

## **AIPL ABRO – A TAPE AND HARDWARE CONSUMABLE BRAND**

A journey from zero to 300Cr in 11 years, and creating a respectable and a strong emerging brand. From logo inception to on-boarding legendary Kapil Dev as Brand Ambassador, creating campaigns to engage consumers, channel partners and influencers.



## **SIRCA WOODCOATING (ITALY) – A PAINT COMPANY**

From image building to putting up sales structures in place. A relationship of 10 years, gaining respect and market share of the brand with inspired team, motivated influencers (Architects & Painters), engaged channel partners and profitable business.



## **INDOGULF CROPSCIENCES – AN AGROCHEMICAL COMPANY**

Created a transformation journey to become a more professional organization and change of identity. Created a 'Brand' and a new identity to the face of the organization. Put sales structures in place with engagement initiatives for internal and external interfaces.







## **INDIAMART – INDIA'S LARGEST B2B PORTAL**

Created a new brand position “I am Indiamart” and developed Communication Tools for their Sales Teams, developed their new business vertical of Offline Business Directories, created standardized Exhibition concepts internationally.



## **LAINTIMO – PREMIUM INNERWEAR BRAND**

Created go-to-market strategy, brand visibility, and brand building through social media campaigns, fashion shows and making a firm foot print in the category. Developed a new face of Brand by a social program “Stubborn Souls on the Ramp”



## **HILLSON – A SAFETY FOOTWEAR BRAND**

Corporatization of a promoter-run business by opening avenues for executive-centric sales working, brand building through online and offline marketing initiatives and engagement programs for Channel partners.



## **WORLDFA EXPORTS – ONE OF THE LARGEST EXPORTERS OF STEEL TABLEWARE**

Set up their Domestic business, under the brand & style “Inoxworld”. Developed route-to-market strategy, created institutional and gifting verticals, appointed and trained a sales team, set up reporting, tracking and all sales structures in place. Designed all brand communications.

