

# Arnab Chakraborty

Senior Regional Business Manager

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## CAREER OBJECTIVE

A Sales and business Management professional with 9 years of significant experience in Sales , Team handling & Territory Sales ( Delaer & Distributor Management)Customer support & Business development in leading Manufacturing and Interior company in India. Strategic, results-driven professional with demonstrated success elevating operational standards to improve overall team and business performance. Communicates clear work expectations and company vision to set and achieve measurable goals in demanding, complex work environments. Proven leader with seasoned ability to inspire teams and capitalize on emerging opportunities to enhance business profile, reputation, and influence.

## EXPERIENCE

### SENIOR BUSINESS MANAGER

HomeLane.com, September 2022–Present

- Responsible to Manage Area business of around 200 cr (Annual) Responsible to plan, execute & drive area numbers along with KPIs. Manage Total Team, Size- 150 ( Sales+ Design+ Operation + QC) - Direct Reportess- 10
- Track Acquisition of customer and order book with sales
- Responsible to drive XPs ( 5xp)effectively to deliver the set targets
- Manage chanel source to genarate leads ( Broker, Local Activities, Refferal progamme)
- Closly tracking and monitoring Sales manager , Project nanager experience
- Responsible to Keep 75% above NPS score
- Responsible to Manage & Execute From Sales to Design and Project
- Execution to Handover
- Responsible to train, coach and keep my Team & Customers motivated to drive company's agenda within my area
- Maintain strong relationship with vendor,payment released,
- Problem solv
- Ensuring Tat of Design to Execution, Complaint handling.
- Established performance goals and objectives, monitored progress, and ensured compliance with company standards.
- Analyzed data and developed reports to track progress and address areas of improvement.
- Directed the development and implementation of operational strategies to increase productivity and efficiency.
- Minimized staff turnover through appropriate selection, orientation and development.
- Collaborated with departmental leaders to establish organizational goals, strategic plans and objectives.

### TERRITORY SALES EXECUTIVE LEVEL- II

Asian Paints LTD, February 2016–September 2022

The position is that of frontline sales personnel who would primarily be responsible for growth of retail business in the defined territory through creation, nurturing and management of dealer network and stakeholders comprising of contractors and thereby achieving overall business value and volume targets.

### **Business objectives**

- Prepare plan to achieve the assigned business objectives for the territory on a monthly level and work towards achievement of targets.
- Assist dealers in achieving their overall sales target through regular visits, scheme communication and timely material service.
- Monitor and ensure the growth of core products along with new and focused products

### **Market Development and Intelligence**

- Explore and open new dealer counters to expand the overall sustainable sale potential in the territorial market.
- Analyze territory level data to identify gaps and drive necessary Initiatives.
- Accomplish growth and value upgradation of existing dealer network.
- Organize promotional activations and product awareness meets for dealers and contractors.
- Provide timely feedback on market practices and offerings as an input for scheme design.

### **Dealer Management**

- Track and solve dealer queries timely to maintain productive relationship
- Assist dealers in providing solution to his contractors as well as end consumers for any complaints or queries
- Ensure availability of material, services and promotional tools to the dealer through co-ordination with other stakeholders

### **Collections**

- Ensure payment collections from dealers as per the set benchmarks
- Monitor the outstanding payments on regular basis and take measure to minimize the over dues

### **Contractor Management**

- Ensure enrollment, update points and extend benefits to contractors through dealers as per the defined loyalty program structure.
- Plan and organize product awareness meets for Contractors during new product launches

### **Customer complain resolution**

- Investigate and resolve dealer level and customer level complaints within the defined timelines

### **Reporting and Integration**

- Co-ordinate with other verticals like project sales and services for lead sharing or any other issue as and when required.
- Prepare and share reports such as Daily visits report

## **TEAM LEADER- ASIAN PAINTS ON TIME PAINTING**

Asian Paints LTD, January 2012-February 2016

- Maintain a 30 peoples team,helping them to do proper work
- Responsible for Sales & channel Management  
Responsible for sales target achievement in assigned region.
- Sales growth of Focus Product ( Nilaya+ Samart care)
- Handle secondary targets and handle dealer in assigned region
- Activation of new outlets for sales and increase market coverage.
- Sales and site controls  
Category wise product sale  
Dealing with customers  
Market visit ( Dealer & site)
- Quality control of Job
- Customer queries & Complaint handling
- Leads control
- Marketing Promotion activity
- Contractor Handling

## **EDUCATION**

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### **BACHELORS IN COMMERCE**

Kalyani University, January 2011

## **SKILLS**

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Sales And Planning

Team Handleing

Dealer, Distributor And Channel Partner Handle

Customer Service

Collaboration

Coaching

Process Improvement

Lead Generation

Data Collection

Employee Motivation

Revenue Growth

Dealership Management

Customer Acquisition

Business Generation

Customer Relations

Employee Performance Reviews

## **CERTIFICATIONS**

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- Certificate in MS Office and CAFA
- Certificate in Evolve Manager Development Program

## **LANGUAGES**

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- **English**

Upper Intermediate (B2)

- **Hindi**

Advanced (C1)

- **Bengali**

Proficient (C2)

## **ADDITIONAL INFORMATION**

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AWARDS

## **AWARDS**

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- Best Manager award two times.