



Biswajit Mondal

Mid-Level Professional

Sales & Marketing | Channel Management & Distribution

bise.mond_20@yahoo.com

9830056015

SKILLS

Sales & Distribution

Business Development

Channel Management

Market & Competition Analysis

Product Promotion & Visibility

Revenue, Market Share Expansion

Team Building & Leadership

LANGUAGES

English
Full Professional Proficiency

Hindi
Full Professional Proficiency

Bengali
Native or Bilingual Proficiency

INTERESTS

Product /process training

Institutional Sales

Key Account Management

Data Analysis and Business insights

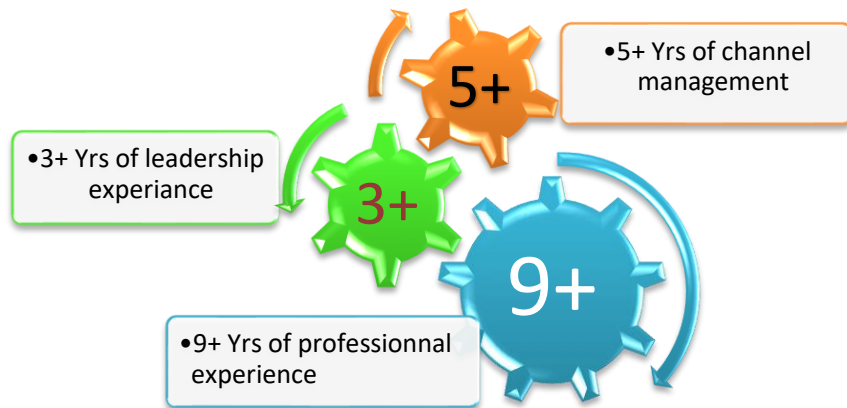
EDUCATION

B.Tech- 2011
DGPA- 8.03



Profile Summary

- ❖ Energetic, enthusiastic & goal-oriented manager with 9 years of distinguished cross functional experience in sales, distribution & customer-service with proven leadership abilities.
- ❖ Presently working as Zonal Sales Manager for Bharti Airtel Limited in Bankura, South Bengal.
- ❖ Proficient in increasing productivity and customer satisfaction while driving revenue, sales growth with optimal resource utilization.
- ❖ Proficient in implementing plans to develop new distribution channel to expand market; managing the performance and imparting regular trainings to the Dealers and Sales Team on products & sales strategies.
- ❖ Expertise in managing strategic relationships, market analysis & expansion and competency development.



Career Timeline



Work Experiences

Zonal Sales Manager



12/2018 – Present

Bankura District, West Bengal

Mobility Prepaid Sales, Distribution, Customer Acquisition, Network up-gradation, Revenue growth, Team building.

Key Responsibilities

- Spearheading prepaid mobility business, handling annual turnover of 50 Cr with a team of 5 executives & 24 distributors.
- Formulating & implementing key deliverable, reaching out to weak market for getting higher market share through improved GTM.
- Driving revenue growth through new customer acquisition (Gross Adds), converting dormant own base customer into active bundle base (win-back), planning and executing activity/ campaigns to convert competition base into own base (MNP).
- Driving the network up-gradation in the district in collaboration with finance, commercial, network planning, deployment teams.
- Leading, mentoring & monitoring the performance of the team to ensure efficiency in sales operations.

Contact: Navojit Basu – 9932449021

Business Development Manager



07/2017 – 11/2018

Maharashtra & Goa

Sales and distribution of GLSS dealing in all category of locks, door control devices, furniture fitting hardware, glass hardware both B2C & B2B.

Key Responsibilities

- Lead annual business extraction of 30 Crs in Maharashtra (excluding Mumbai, Nagpur) and Goa through B2C channel, direct dealers with a team of 6 executives.
- Managed distribution network in 20 districts in Maharashtra and Goa. Developed exclusive distribution network for particular line of products.
- Managed institutional client base for bulk real-estate requirements.
- Planned and implemented sales promotion activity through influencer engagement.
- Trained sales force to improve soft skills, sales pitch, product promotion in order to enhance secondary sales.

Contact: Yuvraj Shinde – 9158882872

Business Development Executive



01/2015 – 06/2017

Durgapur, West Bengal

Sales and distribution of GLSS dealing in all category of locks, door control devices, furniture fitting hardware, glass hardware both B2C & B2B.

Key Responsibilities

- Handled secondary sale in 6 districts of West Bengal (East & West Burdwan, Bankura, Purulia, Murshidabad, Birbhum).
- Responsible for increasing market coverage, visibility, reach & addressability.
- Carried out sales promotion through influencer's engagement activity.
- Trained subordinates and distributor's sales executives on sales pitch, product USP etc.

Contact: Tushar Ranjan – 9836188854

Customer Service Executive



07/2011 – 12/2014

Kolkata, West Bengal

Service revenue generation and infrastructure development, project installation.

Key Responsibilities

- Generated revenue through Maintenance Contract, chargeable service and spare sales.
- Responsible for breakdown & periodic service to the customer through ASP/service dealers.
- Planned, executed and commissioned multi location project installation.
- Managed contractor's and service provider's claim within norm and policy.

Contact: Bijumani Bhagawati – 9836073947