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## INTRODUCTION

**An Flexible, Bold, Dynamic, Result Oriented Sales Professional, AMCAT, DCA Certified, 7 years of Work Experience in BTOB Sales, with comprehensive proficiency in Strong Interpersonal Skills, FMCD Sales, Channel Sales, Building Materials, Project Sales, Construction Chemicals, Waterproofing, Territory Handling, Dealer Management, Market Mapping, GAP Analysis, Influencers Management, Credit Management, Network Distribution Expansion by NewDealer Opening, Distributors opening, Scheme Illustration, Competitors Information Tracking, Dealers Meet, Inshop Branding, Counter Sales Promotion, ATL & BTL Marketing, Handled both Traditional and Modern Trade Business Model etc.**

- 1) EX POINTER**
- 2) BT**
- 3) EX HERITIAN**
- 4) EX DALMIAN**
- 5) EX NEROLITE**

**ACADEMIC QUALIFICATION:**

<b>YEAR</b>	<b>EXAM</b>	<b>INSTITUTE</b>	<b>UNIVERSITY</b>	<b>DGPA / %</b>
2016-2018	MBA	HERITAGE BUSINESS SCHOOL	MAKAUT	70%
2007-2010	BBA	ISB&M	PTU	66%
2006	HIGHER SECONDARY	South Point School	W.B.C.H.S.E	61%
2004	MADHYAMIK	South Point School	W.B.B.S.E	80%

## INTERNSHIP TRAININGS

**1)COMPANY NAME:** RADICO KHAITAN LTD **DURATION:** ( June 2017 – August 2017)

**PROJECT TITLE:** Market Share Analysis Of Magic Moments

**METHOD:** Market Visit, Outlet Survey, Questionnaire, data collection and study of market share Analysis for Kolkata and 24 Parganas Market.

**FINDINGS:** Magic Moments has the second highest market share(37.96%) in WB after White Mischief which has the current leading market share.

## KEY PROJECTS:

ORGANIZATION	DURATION	TOPIC	LEARNINGS
1) ECS INDIA	45 days during BBA	Marketing Internship	Packaging, advertising, Market Survey, Sales
2)ColgateAndPamolive	6daysduring BIGDAYS	Shopper Engagement	Planograming
			Share of shelf (SOS)
			Customer Approach
			Customer Briefing about products and offers
			Handling customerrejections
			Converting prospect to actual customer

## WORK EXPERIENCE DETAILS

### GCB Operations Associate Collections and Payment Career Level F at BT

Nov 2020 - PRESENT

Role is payment and customer advisor, Secondary Credit Controller, Holistic approach of Credit Management in Collection Desktop, main target is to obtain and increase Promise to Pay(P2P), Advice of Payment(AOP), Remittance advice from UK Clients in Corporate, SME, Enterprise, B2D, educate UK clients about different methods of payment such as UK BACS, CHAPS, Faster Payment, Direct Debit, Card Payment, Cheque Payment, target is to complete 60 work packages in the CD per day out of which there are basically 4 categories of calls:- ARC(Advance Reminder Call), SARC(Super-Advance Reminder Call) ORC(Overdue Reminder Calls) Broken Promise Calls Based on these 4 types of work packages and after subsequent interaction with the UK clients has to take different types of actions in CD such as Progress, Reset, Defer, Suspend, Resume Coordination with PCC(preferred Credit Controller), has to deal with various customer queries such as copy bill request, missing payments, problem in payment allocation, change in billing address, cessation of services, dispute in billing, step up indetails invoices, henceforth log queries in various tools of BT such as Managed Enquiry Workflow, GBS Billing, PQS, etc take payments from the customers on BT Accounts, I'm currently part of Managed Collections, GCB(Group Customer Billing)Operations which is a part of GBS.

**Vendor Invoice Processing, 2/3 way matching, process PO/non-PO based invoices, sending copybill invoices to UK Clients with different billing source codes such as ANT, CFB, CSS, ORA from billing desktop and also CFB link after java mapping, raise and close issue in ME Workflow, payment allocation in Receipting Workflow, Crawley after matching with BT Bank Account No of Customer**

### **2) DALMIA CEMENT BHARAT LTD :- (23rd March 2020 – 4th July 2020) EXECUTIVE SALES**

Worked as Executive Sales for Cossipore unit at North 24 Parganas. Handled average monthly business volume of 3000MT, monthly average Sales Value of Rs 1,95,60,000 with 13 prime Gold and Titanium category dealers, 15 silver category dealers and 8 mercury category dealers. Main emphasis was to regularly do Market Mapping after GAP analysis, focus to enhance the monthly sales target of class A dealers along with its subdealers network and influencers network like Head Masons, Contractors,(whose contribution in monthly sales is 90%-95%) and to expand the new category in the concerned area of class B and class C dealers by New Dealer Opening so as to increase the numeric reach, weighted reach of the territory. Time to time update the dealers about the current pricing, CD Structure, QD, PD, Quarterly volume tieups, Annual Incentives, Growth Points, inbill and outbill discounts, Dalmia Delight App, main competitors information regarding current invoice, schemes, CD Structure etc. Also timely update the various subdealers regarding their targets, Money Target Incentives, Tour Target Incentives etc. Also was responsible for inshop branding, technical meet, pitching the Head Masons, Contractors about Influencers Loyalty Programme(ILP), conducting Dhalai Applicators in case of Dhalai with our premium segment DSP, also ensuring a healthy credit

management score to reduce the potential threat of excess OD/OS overloading in my Territory by driving the dealers to avail the CD Benefits, to maximize my MTD Achievement, ensuring a proper balance in DO, so as to drive sales of our premium category DSP along with Dalmia PSC and economic category Konark PCC, which is the main benchmark of Dalmia Cement.

### **3)KANSAI NEROLAC PAINTS LTD :- (1<sup>st</sup> August 2018 – 25<sup>rd</sup> Oct 2019) TSO in Kolkata**

Worked as onroll TSO for Deco Sales Household Division Kolkata location. My main job responsibilities were Channel Sales Management, Market Mapping after GAP Analysis, overall Territory Handling, Dealer Management, Distributor Network expansion, Influencers Management, timely payment collection from the dealers, time to time organizing painter meet at various dealer shops, Inshop Branding, Rigorous Sales Promotion, Proper illustrations of various schemes to the dealers to enhance sales, proper briefing the dealers about different types of structured, unstructured rebates, volume tie up with the dealers, annual incentives for dealers, growth scheme, Money Target Incentives, Tour Target Incentives etc.

### **4)SUCHITRA PAINTS PVT LTD :-( Jan 2011-Nov 2015) TERRITORY SALES MANAGER**

**Key responsibilities are B2B Sales, Project Sales, Building Materials Sales, Construction Chemicals, Waterproofing, Channel Sales Management, Territory handling, dealer management, GAP Analysis, Market Mapping, Credit Management, Influencers Management, Builder's Meet, Painter's Meet, Distribution Meet, Network Expansion by new dealers opening, distributors appointment,**

**Scheme illustration, Annual Tieups, Volume Tieups with dealers, Competitor's information tracking, ATL & BTL Marketing, Inshop Branding, Counter Sales Promotion etc**

## CERTIFICATIONS AND OTHER COMPUTER SKILL SETS

- Completed **DCA- Diploma In Computer Application** (full time 1 year course) from **TATACMC**
- Completed “**NISM- Series- V-A Mutual Fund Distributors Certification Exam**” as required under **SEBI**.
- Completed **AMCAT Certification** successfully with **Grade A** from **Aspiring Minds** which is globally accepted by top **MNC's** during **Recruitment Process**.

LANGUAGE	READ	WRITE	SPEAK
English	Yes	Yes	Yes
Hindi	Yes	Yes	Yes
Bengali	Yes	Yes	Yes

### KEY STRENGTHS

- 1) Astute, bold, dynamic, result oriented Sales Professional.
- 2) Strong command in Interpersonal skills and Salesmanship skills.
- 3) Task Master, flexible, susceptible to change management.
- 4) Smart working, committed, honesty, strict discipline.

### EXTRA CURRICULAR ACTIVITIES :

- CR of my Section during MBA course from Heritage during 2016-2018
- Technical Secretary at Student's Council of Heritage during 2016-2018
- Member Of Industry Institute Interface(III) Committee of Heritage
- Participated in West Bengal State and District level bodybuilding championships several number of times

**NAME : PRITAM SINHA**

**DATE : 16/10/2021**

**SIGNATURE :** *Pritam Sinha*

