



## SUJOY MITRA THAKUR

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### SUMMARY

- Organized Rich Sales experience in 3 different industries like Consumer Durables, Cement, Decorative Paint & Tiles (Building Materials).
- Blends traditional and contemporary techniques to maximize reach and customer acquisition.
- Experienced and excellent planning and problem-solving abilities paired with data-driven mind set.
- Trustworthy Sales Manager with 20+ years of practical experience and dedicated work ethic.
- Self-motivated to consistently provide first-class results in line with stringent targets and deadlines.

### CONTACT INFORMATION:

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D.O.B: The 6<sup>th</sup> October, 1969  
Qualification: B.COM (Calcutta University)  
Domain Knowledge: MS WORD/EXCELL/PPT/CRM/SAP  
Current CTC: 10 Lac P.A  
Expected CTC: 12 Lac P.A

### SKILLS

- Sales forecasting
- New account development
- Marketing strategy development
- Retail marketing
- Account management
- Brand-building strategies
- Trend analysis
- Complex negotiations
- Team management
- Market and competitive analysis
- Sales techniques
- Business development
- Presentations and proposals
- Marketing and sales strategies
- Competitive and trend analysis
- Product development
- Relationship management

### PROFESSIONAL EXPERIENCE

#### Zonal Sales Manager, 09/2018 – Current Pragati Cemex Pvt.Ltd. - Kolkata

- Developed innovative marketing campaigns to drive substantial sales.
- Motivated sales staff to continuously improve strategies through competitions and personalized coaching plans.
- Selected, trained, and performance-managed staff to handle high workload with ambitious targets.
- Maintained detailed record of sales activities and compared trends to identify underserved areas and opportunities for improvement.
- Optimized sales methods to best acquire, develop, and retain customers.
- Oversaw administrative team enabling front-line sales professionals to achieve quotas.
- Analyzed current strategies for strengths and weaknesses and adjusted approaches to maintain sales trajectory.
- Enhanced product marketability and improved profits with optimum targeting on sales and marketing strategies.
- Implemented seasonal and special discounts, driving customer engagement through promotions.
- Handling complete business operation through business partners in all districts of Eastern Region
- Managing sales vertical like B2B, B2C
- Monitor, evaluate & provide feedback on performance of SE, ASM, SO
- Gather information on competitors' activities in the region and act upon it for Organization's benefit.
- Control entire accounting and all audit related queries.
- Conduct Dealers/contractor's/Masson meet

### **Senior Regional Sales Manager, 06/2015 - 08/2018 Crystal Ceramic Industries Pvt.Ltd – Kolkata**

- Monitored sales team performance and provided effective training to help reach targets.
- Independently managed recruitment for sales team, managing matters including reviewing CVs, conducting interviews and hiring talent.
- Maintained friendly and professional customer interactions.
- Saved costs by effectively negotiating vendor prices, terms of sales and service agreements.
- Collected customer and market feedback and reported information to company leadership.
- Increased profitability by developing pipelines utilizing multiple marketing channels and sales strategies.
- Managed relationship building between company and high-paying clients, completing regular visits and providing loyalty discounts.
- Strengthened profit opportunities by effectively managing time and resources to meet sales objectives.
- Forecasted product sales and achieved quarterly and annual sales objectives.
- Implemented CRM strategy to automate leads management.
- Streamlined new market entry process by developing and implementing forecast order system.
- Handling 100-125 business partners/Dealers/Contractors and 7-8 on role employees and 20+off role employees in all Districts in entire West Bengal.
- Looking after Primary as well as Secondary sales for the Region. Reporting day to day development to National Sales Head / Sales Director.
- Planned and executed promotional in store events to increase business and sales revenues.
- Resolved customer complaints by exchanging merchandise, refunding money and adjusting bills.
- Created professional sales presentations to creatively communicate product quality and market comparisons.
- Boosted team morale and overall sales volume by creating incentivizing sales contests.

### **Project Sales Manager, 03/2013 - 03/2015 Kansai Nerolac Paints Limited – Kolkata**

- Developed expertise and knowledge for consistent delivery of outstanding quality services.
- Identified and cultivated relationships with prospects to promote product lines and solutions.
- Raised customer satisfaction, helping to build lasting relationships with customers.
- Monitored sales team performance and provided effective training to help reach targets.
- Boosted revenue and facilitated sales activity while developing consistent employee measurements for exceeding goals.
- Generated sales by executing complete sales cycle process and break-even rate- tracking through contract negotiations and close.
- Heading vertical dealing in day to day activities in terms of decorative sales, dealer and builders' development and continuous working on external and internal customer satisfaction .Worked always for higher targets and increasing market share .Able to retain strong relationship with Govt. officials and projects technocrats.
- Managed relationship building between company and high-paying clients, completing regular visits and providing loyalty discounts.
- Forecasted product sales and achieved quarterly and annual sales objectives.
- Increased profitability by developing pipelines utilizing multiple marketing channels and sales strategies. Executed project management to deliver on-time and under budget projects involving complex issues for senior leadership.
- Exceeded sales goals and improved profitability by aligning sales strategies and business plans with market trends.
- Oversaw management and implementation of new revenue strategies , sales initiatives and customer engagement tactics to increase market share.
- Created strategic sales plans, designed to increase sales, customer loyalty and market awareness.

### **Senior Sales Officer, 03/2010 - 03/2013 Akzonobel India Limited (Formerly known as ICI Paints Limited) – Kolkata**

- Worked with sales teams to determine best strategies to increase customer interest and purchases.
- Attended meetings with managers to obtain knowledge on products to sell and promotions to push.
- Closely monitored sales team performance to assess successes and employees requiring extra training.
- Cold called and emailed leads per day to increase company awareness and establish new relationships.

- Maintained an up to date record of customer correspondence, complaints and feedback to help advance company services.
- Maintained excellent client relationships by providing excellent customer service and proactively solving issues.
- Continuously improved self-performance by analyzing customer feedback and monitoring service reviews.
- Maintained extensive knowledge of product range to knowledgeably answer customer queries and deliver professional presentations.
- Kept clients updated on latest relevant deals by sending targeted newsletters using company CRM software.
  - Tracked monthly sales to generate reports for business development planning.
  - Streamlined new market entry processes by developing and implementing forecast order system.
  - Formalized sales process to enhance operations and promote acquisition of new customers.
  - Developed and implemented new sales strategies to update product lines.
  - Dealing with higher technocrats in civil engineering dept. of Govt. of W.B. like Chief Engineers/Superintendent Engineers/Executive Engineers/Asst. Engineers/ Project Managers) of various Govt. department's projects like PWD, ERLy/ SERly, KMDA, HOUSING, etc. in all over West- Bengal, for procurement and apply Dulux brand decorative paint in premium acrylic emulsion in exterior & interior segment and meet all the satisfaction of product/service/logistic and keeping the long lasting relationship through cater proper service and product benefit which includes some of few landmark project like Calcutta High Court, Assembly House, Howrah Rly. Station, Sealdah Rly station, E.M. Bypass fly over, R.G. Kar Hospital, SSKM Hospital ECT.
- Delivered professional presentations and used optimum sales techniques to consistently meet sales quotas.
- Contacted customers after sales to assess satisfaction and offer additional products and services.
- Obtained best prices for commercial deals to maximized profits.
- Enabled company growth by proactively cold calling leads and building extensive network of commercial clients.

### **Senior Manager Institutional Sales, 09/2005 - 03/2010 Purulia Cement Pvt Ltd – Kolkata**

- Continuously inspired teams to exceed expectations and work to high-quality standards by implementing incentives and demonstrating passion.
- Lead sales planning, development and account management for West Bengal territory.
- Dealing with higher authority like IPS & IAS Officers, Chief Engineers/Superintendent Engineers/Executive Engineers/Executive Engineers) of various Govt. departments all over West- Bengal, for procurement of cement (PRAGATI SUPER CEMENT)-Portland Slag Cement as per IS- 455 and meet all the satisfaction of product/service/logistic and keeping the long lasting relationship through customer delight situation.
- Created promotions, deals and sales based on trends and money-making opportunities.
- Ensured employees achieved maximum performance by monitoring operations and guiding staff to achieve success.
- Held daily meetings with retail staff to discuss priorities, delegate tasks, communicate promotions and assign workload.
- Monitored staff performance, meeting regularly to communicate constructive feedback.
- Increased sales and workflow efficiency and updating colleagues on business performance and new initiatives.
- Monitored sales team performance and provided effective training to help reach targets.
- Identified and capitalized on profit generating opportunities while managing payroll, budgets, business plans, profits, costing and expenses.
- Used excellent leadership skills and motivation to ensure sales achieved exceptional results.
- Ensured personal development by attending training, setting goals, reviewing performance, proactively seeking advice and support.
- Ensured high standards in all aspects of day to day activities were maintained by closely monitoring sales operations.
- Achieved budgetary targets by monitoring expenses and resource utilization, cutting waste and strengthening revenue streams.

### **Territory Sales Manager, 06/1996 - 08/2005 Eureka Forbes Limited – Kolkata**

- Discovered and implemented effective new ways to ensure the effectiveness of sales operations.
- Designed team sales development training based on sales activities and areas requiring improvements.
- Conducted market research on product trends, new and existing competitors and market share.
- Improved staff performance by formulating and delivering sales and customer service training.
- Successfully developed and maintained excellent client relationships by maintaining regular communications and offering excellent loyalty discounts.
- Designed and carried surveys to better understand customer needs, trends and preferences.
- Stayed updated on competitor activities, such as deals, product range and developments through regular

research and networking.

- Effectively communicated client orders and troubleshoot delivery delays with depot staff.
- Successfully discovered new sales opportunities and money-making business ventures by conducting regular research.
- Held regular team development and sales training in order to increase team talent and improve sales.
- Coordinated marketing plans and sales strategy for West Bengal to generate new business.
- Stayed updated on product changes, developments and product range adjustments through regular research, updating developments to team when needed.
- Pushed cold calling, mass email campaigns and in-person prospect visits to increase brand awareness and sales.
- Ensured teams continuously hit or exceeded sales targets for their territory by closely monitoring sales activities on .
- Maintained direct communication with clients, identifying needs and analyzing competitor activity.
- Cultivated strong professional relationships with industry partners , creating focused campaigns to drive long-term business development.
- Analyzed growth opportunities to forecast projected business and recognize customer desires.
- Implemented strategies to drive changes and improvements and enhance performance.
- Able to grow with people for Earning, Learning, Pride & Fun having fair knowledge of different markets in every district all over west Bengal & Sikkim Able to contribute sales growth continuously and achieved most prestigious team Leader award for Eastern Region.