



Resume Title

Sales Manager in with 20 years' Experience in 3 different industries like Consumer Durables & Cement & Decorative Paint & Ceramic-Tiles Industries (Building Materials)

Contact Information

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Current Location: Kolkata

Personal Information

Date of Birth: 6 Oct 1969

Gender: Male

Nationality: India

Professional & Educational Details

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|------------------------|--|
| Work Experience | 20 years |
| Skills | Institutional & Project sales/channel sales |
| Industry | Cement, Consumer Goods/ Paint & Ceramic & Tiles Industry |
| Category | Sales, Mid Senior Management |
| Roles | Zonal Sales Manager –East (Sales Promotion & Business development) |
| Current Employer | PRAGATI CEMEX PVT.LTD |
| Current Annual Salary | 10.00 lacks per annum + Other benefits |
| Expected C.T.C | 12.00 lacks per annum + Other benefits |
| Previous Employer | CRYSTAL CERAMICS INDUSTRIES /KANSAI NEROLAC PAINTS LIMITED AKZONOBEL INDIA LTD (Formerly known as ICI India Ltd-Dulux brand) |
| Work Authorization | Authorized to work in India |
| Highest Degree Held | B.Com, Commerce, Calcutta University |
| Preferred Job Location | Kolkata |
| Domain Knowledge | MS WORD/EXCELL/PPT/CRM/SAP |
| Skills | Channelsales/Institutionalsales/ Businss Development/ Keyaccountsmanagement/ developing positive assertiveness, an enhance view of sales management. |

Summary

Results-driven Sales Manager bringing 20 years of experience in product development, promotion & optimization. Skilled in developing lasting client rapport based on knowledgeable support and consistent service.

Proficient in developing and applying advanced marketing, prospecting and merchandising strategies to accomplish promotional goals.

Demonstrated success in building networks and supporting branding objectives.

With **Pragati Cemex Pvt.Ltd.** as Zonal Sales Manager- East
From Sept 2018 to Till Date

Job Profile:

- Leveraged trends in customer trends and marketplace verticals to shape solutions and approaches.
- Managed employee payroll, hiring, training to ensure maximum productivity.
- Gained market share in new sales performance growth through aggressive team training.
- Increased sales from various channels through projects & retails.
- Managed product sales and streamlining procedures for optimized sales and productivity.
- Optimized sales and marketing directives by closely monitoring employees progress, reviewing regional and local markets and effectively managing inventories.
- Responsible for building capabilities of team members to meet changing business requirement.
- 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

With **Crystal Ceramic Industries Pvt.Ltd.** as Senior Regional Sales Manager
From Jul 2015 to Aug 2018

Job Profile:

- Achieved company growth for several consecutive years through market expansion and sales.
- Partnered with marketing team to align sales strategy with brand messaging across all communication channels.
- Interact with Corporate, Influencers & Project Dealers to understand product needs/product perception/dissatisfactions across markets.
- Undertake and monitor detailed product testing.
- Interacting with contractors and end consumer panels to track market trends/ unmet needs
- 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.

With **KANSAI NEROLAC PAINTS LIMITED** as Project sales Manager-East from
March 2013 to June 2015 dealing in decorative paint business with well-known brand and potential and goodwill

Job Profile:

- 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.
- 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.

With **AKZONOBEL INDIA LIMITED(Formerly known as ICI India Limite)**
as Sales Manager-East from March 2010 to April 2013 dealing in decorative paint
business with well-known brand (DULUX)

Job Profile:

- Reduced process gaps by hiring, supervising and coaching employees on sales strategies and protocols, optimizing performance, growth and profitability.
- Maintain professional network of potential clients and business opportunities.
- Boosted team morale and overall sales volume by creating employee incentive sales contests.
- 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/SuperintendentEngineers/ExecutiveEngineers/Asst.Engineers/ Project Managers) of variousGovt.departments projects like PWD,ERLy/SERly, KMDA,HOUSING, etc in all overWest- 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 Assembly House, Howrah Rly. Station, Sealdah Rly station, E.M.Bypass fly over, R.G.Kar hospital.SSKM Hospital ect.

With **Purulia Cement Pvt. Ltd.** as Senior Manager- Institutional sales
From Sept 2005 to Mar 2010

Job Profile:

- Supported all sales team members to drive growth and development
- Leveraged rapport with key account leadership to up-sell vendor partnerships.
- Increased repeat customer base by maintaining relationships with high-profile clients and effectively managing sales & service issues.
- 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.

With **Eureka Forbes Limited** as Senior Sales Supervisor –Direct & Franchisee sales
from Jun 1993 to Aug 2005

Job Profile:

- Mentored sales representatives on sales strategies and best practices.
- Hunted new business on continuous basis to generate sales and boost pipeline.
- 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.