

JAYDEEP MUKHERJEE

Sales Consultant

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PRESENT LOCATION

DOMBIVLI, MUMBAI, MAHARASHTRA

PREFERRED LOCATION

OPEN FOR ANY LOCATION

PREFERRED INDUSTRY

CEMENT / CONSTRUCTION MATERIAL / BUILDING MATERIAL / CHEMICAL

RESUME SYNOPSIS

A Sales & Marketing professional with an **MBA in Marketing** having 17 + years of experience in the Sales and Marketing Domain including 14+ years in Cement Sales in India & Abroad.

AREA OF EXPERTISE

Business Development

Dealer Management

Channel Management

Customer Relationship Management

Credit Control

Team Management

MIS Reporting

Competitor Analysis

Logistics Operations

CORE COMPETENCIES

Sales & Business Development

- Managing lead generation, track information of new / potential clients.
- Monitoring competition and devise effective counter policies.

Branch Management:

- Managed Operations for entire Silchar Branch at Meghalaya Cements Ltd. Silchar, Assam.
- Managed entire Sales & Marketing Dept. as HOD at Shayona Cement Corporation, Malawi
- Managed entire Sales & Marketing Dept. as HOD at Hill Cement Company Ltd., Guwahati

People Management

- Managed a team of **25 nos. employees** under my Leadership at **Meghalaya Cements Limited**.
- Managed a team of **9 nos. employees** under my Leadership at **Shayona Cement Corporation Ltd**
- Managed a team of **15 nos. employees** under my Leadership at **Hills Cement Company Ltd**

PROFESSIONAL EXPERIENCE

PRESENTLY ENGAGED AS A “SALES CONSULTANT” (NOT IN THE PAYROLL) WITH “SRI LAXMI TIMBERS PVT. LTD.”, SINCE JAN’21.

Roles & Responsibilities:

- To generate the business through Premium Architects, Interior Designers & Construction Companies
- Maintaining good rapport with high profile Carpenter Contractors, Site Engineers & Site Supervisors
- To define and execute Commercial Strategies in Timber
- Visiting sites and collecting important information
- Payment follow-ups with clients
- To search for new potential geographical locations
- Developing launching strategies for new locations
- Maintaining good rapport with other influencers to generate business
- Coordinating with other departments to ensure smooth operations
- Negotiation with clients
- Maintaining MIS Reports

Organization : **Hills Cement Company Ltd.**
Designation : Senior Manager – Sales (HOD)
Distribution : Dealer, Sub – Dealer Network
Area Covered : Assam State (Except Barak Valley)
Duration : August 2019 to December 2020
Responsibility : Entire Operations for Assam State (Except Barak Valley)
Team Handled : Sales Executives – 9 Nos., Sales Assistant– 1 Nos.,
Sales Clerk – 2 No., MIS Exe – 1 No., Logistics Officer – 2 Nos.

Role:

- **Departmental Head:**
Departmental Head of the organization and monitoring all activities related to Sales & Marketing.
- **Business Development:**
To drive the team to achieve Budgeted Sales and constantly monitoring the same.
- **Team Management:**
Leading & Managing a team of 9 people from Sales, Marketing & Logistics departments and coordinating with other departments to fulfill the objective of the organization.
- **Channel Management:**
Developing and Managing an effective channel for distribution of the product
- **Credit Control:**
Ensuring the payment collections from the customers and determining their Credit days and the Credit limit
- **Competitor Analysis:**
Strictly observing the market scenario regarding the competitor’s activities and taking necessary steps in consultation with Top Management.

Organization : **Shayona Cement Corporation Ltd.**
 Designation : **Sales & Marketing Manager (HOD)**
 Distribution : Dealer, Sub – Dealer Network
 Area Covered : Republic of Malawi, Africa
 Duration : July 2017 to May 2019
 Responsibility : Full Operations for entire country
 Team Handled : Sales Executives – 5 Nos., Sales Assistant– 1 Nos.,
 Sales Clerk – 1 No., Logistics Officer – 2 Nos.

Role:

- **Departmental Head:**
Departmental Head of the organization and monitoring all activities related to Sales & Marketing.
- **Business Development:**
To drive the team to achieve Budgeted Sales and constantly monitoring the same.
- **Team Management:**
Leading & Managing a team of 9 people from Sales, Marketing & Logistics departments and coordinating with other departments to fulfill the objective of the organization.
- **Channel Management:**
Developing and Managing an effective channel for distribution of the product
- **Credit Control:**
Ensuring the payment collections from the customers and determining their Credit days and the Credit limit
- **Competitor Analysis:**
Strictly observing the market scenario regarding the competitor's activities and taking necessary steps in consultation with Top Management.
- **Customer Relationship Management:**
Maintaining a good relationship with all the customers and assisting them as and when required.

Organization : **Meghalaya Cements Limited**
 Designation : **Senior Manager – Sales & Marketing**
 Distribution : Dealer and Sub – Dealer Network
 Area Covered : Cachar, Karimgange & Hailakandi Dists. of Assam & Mizoram St.
 Duration : November 2013 to May 2017
 Responsibility : Full Operations for Silchar & Aizawl Area Offices
 Team Handled : Sales Officers – 10 Nos., Area Sales Manager – 1 Nos.,
 Asst Manager – Sales – 1 No., Logistics Officer – 3 Nos.

Role:

- **Departmental Head:**
Departmental Head of the organization and monitoring all activities related to Sales & Marketing.
- **People Management:**
i) Leading & Managing a team.
- **Performance Management:**
i) To drive the team to achieve team goals & monitoring performance of team members.
- **Ensuring Market Development**
i) Formulating & implementing Promotional Plan for defined area of operation.
ii) Networking & building relations with key specifies and customer of this Area
- **Mapping and Evaluating** - Lead Generation & conversion for team members and area of operation.
- **Business Development:**
To drive the team to achieve Budgeted Sales and constantly monitoring the same.
- **Team Management:**
Leading & Managing a team from Sales, Marketing & Logistics departments and coordinating with other departments to fulfill the objective of the organization.

Organization : **ACC Cement Limited**
Designation : Senior Executive – Sales
Distribution : Dealer and Sub – Dealer Network
Area Covered : South Kolkata, West Bengal
Duration : January 2011 to November 2013
Responsibility : Sales & Collection for South Kolkata Region, West Bengal, India

Role:

- Managed Sales through dealers of South Kolkata region.
- Achieved 90% of the budgeted sales with growth of 7% over 2010.
- Developed new dealer network to reach customers in unrepresented and weak areas.
- Successfully managed the Authorised Retailers of the company.
- Handled C&FA for better logistic and services to the customers.
- Organized Mason, Engineer, Contractor Meets & other promotional activities.

Organization : **Lafarge Cement Pvt. Ltd.**
Designation : Senior Executive – Sales
Distribution : Dealer and Sub – Dealer Network
Area Covered : Birbhum District, East & West Midnapore Districts
Duration : February 2009 to January 2011
Responsibility : Handling Dealers & Sub Dealers

Role:

- Overall In-Charge of Sainthia Warehouse.
- Managed Sales through dealers of Birbhum district of West Bengal.
- Achieved 95% of the budgeted sales with growth of 37% over 2008.
- Converted PSC Market to PPC Market.
- Developed new dealer network to reach customers in unrepresented and weak areas.
- Successfully launched & managed the Authorised Retailers of the company.
- Handled C&FA for better logistic and services to the customers.
- Organized Mason, Engineer, Contractor Meets & other promotional activities.

Organization : **Ambuja Cements Ltd.**
Designation : Sales Officer
Distribution : Dealer and Sub – Dealer Network
Area Covered : Nagaon, Morigaon, Jorhat and Sivsagar Districts
Duration : May 2007 to February 2009
Responsibility : Full Operations for Nagaon Area Office, Assam, India

Role:

- Overall In-charge of Haibargaon Warehouse.
- Managed Sales through dealers of Nagaon, Jorhat, Sonitpur, Sivsagar & Morigaon districts of Assam.
- Launched and developed the Brand “Ambuja Cement” in the specified region.
- Achieved 100% of the budgeted sales in 2008.
- Developed new dealer network to reach customers in all the districts.
- Successfully managed the Retailers of the company.
- Handled C&FA for better logistic and services to the customers.
- Organized Mason, Engineer, Contractor Meets & other promotional activities.

Organization : **Cement Manufacturing Co. Limited.**
 Designation : Sales Executive
 Distribution : Dealer and Sub – Dealer Network
 Area Covered : Tripura (West) & Tripura (South) Districts
 Duration : July 2006 to April 2007
 Responsibility : Full Operations for Agartala Area Office, Tripura, India

Role:

- Managed Sales through dealers of Tripura West & South districts of Tripura.
- Launched and developed the Brand “Star Cement” in the specified region.
- Developed new dealer network to reach customers in all the districts.
- Converted PSC Market to PPC Market.
- Successfully managed the Retailers of the company.
- Organized Mason, Engineer, Contractor Meets & other promotional activities.

Organization : **H & H Pharmaceutica Pvt. Limited**
 Designation : Dermatological Sales Officer
 Distribution : Stockiest and Retailers
 Head Quarter : Kolkata, West Bengal
 Duration : December 2003 to July 2006
 Responsibility : Sales for Burdwan, Murshidabad, Malda, Uttar Dinajpur,
 Dakshin Dinajpur and South Kolkata Regions, West Bengal, India

Role:

- Meeting the Doctors for product promotion and generating prescriptions for our products.
- Developing market & looking after sales of our products in the assigned territory.
- Dealing with the several channel members, viz. stockiest, wholesalers, retailers etc.

EDUCATIONAL QUALIFICATION

- 2003 M.B.A (Marketing), (2 Years Regular Course) from Academy of Business Administration, Balasore, Odisha, under Fakir Mohan University.
- 1999 B. Com (Hons.), University of Calcutta, West Bengal

ACHIEVEMENTS

- Awarded the **First** runner up by the **Cement Manufacturing Co. Ltd.**, in the Team Competition held in the month of July’06 to Nov’06.
- Introduced “**Ambuja Cement**” in Central and Upper Assam Districts
- Highest ever **Trade Sale in June 2009** and **March 2010** for Sainthia Warehouse for Lafarge
- Achieved **Highest Recorded Trade Sale** in December’2011 for “**ACC Cement**” in South Kolkata Region
- **Highest Collection in March’14** in Silchar Warehouse for **Meghalaya Cements Ltd.**
- Achieved **Highest Recorded Trade Sale** in Silchar Warehouse in March’2015 for **Meghalaya Cements Ltd.**

- Introduced **RAB Process** and **Farmers World** in the distribution network of Shayona Cement Corporation.
- Restructured the Dealer Network of Assam for Hill Cement Co. Ltd and positioned the brand “TAJ Cement” & “Dhalai+” at par with other competitor brands in the industry.
- Introduced Sri Laxmi Timbers Pvt. Ltd. with Premium Architects like Talathi& Partners LLP, ZZ Architects, SPASM Design, Sanjay Puri, NARSI and others in Mumbai, STAPATI, Thought Parallels and others in Kozhikode, Iyer& Mahesh, Srishti Architect, Manvedu Architects and others in Thiruvananthapuram, Kerala and also introduced the company in Andaman & Nicobar Islands.

PASSPORT DETAILS

PASSPORT NO.:	P 5104932
DATE OF ISSUE:	18.10.2016
DATE OF EXPIRY:	17.10.2026
PLACE OF ISSUE:	KOLKATA

PERSONAL DETAILS

Date of Birth: October 11, 1977.

Nationality: Indian

Languages known: English, Hindi and Bengali.

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