

Sandip Bhattacharya

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SALES PROFESSIONAL

Distributor Management

• *Regional Sales Management*

• *Key Account Management*

Accomplished sales professional with the vision and leadership insights to strategically plan, direct and control company sales operations to capitalize on emerging and existing business opportunities. Proficient in building, grooming & guiding Team to achieve Organizational Goals. Creating proficiency amongst the Team to handle pressure situations. Effective leader, communicator and negotiator with talent for handling problem accounts and promoting new business. Expertise in B2B and B2C sales, distributor networks, key account management, CRM, trade show execution, direct sales and marketing, PR, product training and placement, and associated functions.

AREAS OF EXPERTISE

<ul style="list-style-type: none">• Account Management• Business Development• Team Leadership / Training• Reseller Accounts• Customer Base Expansion• Territory Sales Management	<ul style="list-style-type: none">• Market Share Expansion• Product Training and Placement• Sales & Distribution Channels• Public Relations and Promotions• Presentations and Proposals• Brand Awareness / Development	<ul style="list-style-type: none">• Prospecting / Cold Calling• Trade Show Management• Sales & Contact Reports• Direct Sales & Marketing• Sales Closings & Techniques• Business-to-Business Sales• Upselling / Consultative Selling
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PROFESSIONAL EXPERIENCE

Simpolo Vitrified Private Limited – Sanitary Ware Division – Kolkata, West Bengal

Apr'2020 - Present

Leading manufacturer of Simpolo Sanitary Ware & Wall & Floor Tiles with Pan India presence & into Exports as well.

Regional Sales Manager – East Zone

Functioning as Zonal Head for East Zone (West Bengal / Bihar / Jharkhand / Odisha / Assam + North East / Nepal & Bhutan) & responsible for the Sanitary Ware Business of the Company. Tasked with account management, sales support, product training, and product placement. Managing direct sales, customer service, PR, and brand awareness to promote new business with Distributors, Clients, Specifiers, Govt. Departments. Train sales personnel on cold-calling and associated techniques, and accompany them on sales calls to acquaint them with company and industry practices and procedures.

Manage monthly sales and contact reports.

Key Achievements:

- 🚩 **Restructuring the business module in areas of operation especially in the pandemic period.**
- 🚩 **Ensure compliance to Company's systems & policies. Applying expertise in working on Controlled Credit Systems.**
- 🚩 **Instrumental in setting up organized Dealer Network.**
- 🚩 **Instrumental in getting Product Certification renewals from Bhutan Standards Bureau.**
- 🚩 **Instrumental in getting long pending overdue Outstandings cleared across East Zone in the pandemic phase.**

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Viva Composite Panels Pvt. Ltd. – Kolkata, West Bengal

Oct'2019 – Mar'2020

Manufacturer of Viva Aluminium Composite Panels.

Zonal Sales Manager – East

In-charge of West Bengal / Assam + North East & responsible for the Aluminium Composite Panel Business of the Company. Coordinated with cross-functional teams and departments including sales, credit, warehouse, and customer service. Supervised and coached new field sales team members on product & systems.

Key Achievements:

- Successfully got Brand specified in Schedule of Rates of PWD Tripura.
- Was instrumental in the realization of long-pending overdue outstandings.

Aludecor Lamination Pvt. Ltd. – Kolkata, West Bengal

Sep'2016 – Sep'2019

Manufacturer of Aludecor Metal Composite Panels with Pan India presence & into Exports as well

Zonal Head - East

In-charge of Eastern India (West Bengal / Bihar / Jharkhand / North East) & responsible for the Metal Composite Panel Business of the Company. Coordinated with cross-functional teams and departments including sales, credit, warehouse, and customer service. Supervised and coached new field sales team members on product & systems. Expertise in working on Controlled Credit Systems. Attended national and regional trade shows, industry-related conferences, and meetings. Organized New Product launches & product presentations to Govt. Departments & Specifiers. Ensured adherence to organizational systems & policies to obtain superior yield. Excellent relationships with prominent Channel Partners, Influencers, Builders, and Contractors across East & North East. Extensive experience with Government Departments in the East & North East such as CPWD, NBCC, PWD, Railways, MES, AAI, etc.

Key Achievements:

- Instrumental in bagging various orders for Special Series & FR Grade MCM in the East Zone in prestigious projects such as Bio Wonder - Kolkata, Biswa Bangla - Govt. of West Bengal, Guwahati Airport Renovation Project, Major Railway Stations Beautification Projects in North East, etc.
- Instrumental in bagging prestigious Govt. Project – PHED – Govt. of West Bengal – supply & application of 20 Years warrantied Metal Composite Panels.

Balmukund Cement & Roofings Ltd. – Kolkata, West Bengal

Dec'2014 – Aug'2016

Manufacturer of Fibre Cement Roofing Sheets

General Manager (Sales)

In-charge of Eastern India & responsible for the Fibre Cement Roofing Sheet Business of the Company. Widening market by coordinating with distributor, stockiest and sub-stockiest network. Constructed advanced & modernized organizational systems & policies to obtain superior yield.

Visaka Industries Limited – Board Division – Kolkata, West Bengal

Feb'2003 – Nov'2014

Manufacturer of VNext Fibre Cement Boards with Pan India presence & into Exports as well. Manufacturer of Visaka & Shakti Brand Fibre Cement Roofing Sheets with Pan India presence

Senior Sales Manager – Board Division / Fibre Cement Roofing Sheet Division - East Zone

In-charge of Eastern India (West Bengal / Bihar / Jharkhand / Odisha / North East) & responsible for the Fibre Cement Boards Business of the Company. Primary focus on B2C business. Worked on Controlled Credit Systems. Attended regional trade shows and meetings. Organized Product launches & product presentations to Govt. Departments & Specifiers. Build relationships with prominent Channel Partners, Influencers, Builders, and Contractors across East & North East. Established relations with Government Departments in the East & North East such as CPWD, NBCC, PWD, Railways, MES, etc.

Previously In-charge of Bihar & major markets of West Bengal (Birbhum, Murshidabad, Nadia, North 24 Parganas, Hugli, Howrah, Kolkata) & responsible for the Fibre Cement Roofing Sheets Business of the Company. Strengthened the Channel Network in major parts of West Bengal & Bihar.

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Key Achievements:

- ↗ Instrumental in executing a prestigious project - Restello - 1st LGSF Building in East India at Kolkata.
- ↗ Instrumental in getting specification of products in MES – Sevoke, North Bengal.
- ↗ Effectively guided Team to get Specification in both Govt. & Private projects & execution of the projects.

U. P Asbestos Limited – Lucknow, Uttar Pradesh

May'1998 – Jan'2003

Manufacturer of UPAL Brand Fibre Cement Roofing Sheets with Pan India presence

Sales Officer – East Zone

In-charge of West Bengal, Jharkhand & Orissa & North East & responsible for the Fibre Cement Roofing Sheets Business of the Company.

Universal Insulators & Ceramics Limited – Lucknow, Uttar Pradesh

Aug'1995 – Apr'1998

Manufacturer of Tylex Brand Ceramic Wall Tiles

Assistant Sales Manager

Responsible for Tylex Ceramic Wall Tiles sales in Uttar Pradesh (Including present-day Uttarakhand).

EDUCATION AND CREDENTIALS

Bachelor of Arts

Indira Gandhi National Open University

Professional Skills:

Professional Selling Skills ♦ Prospecting Tools and Techniques
Effective Communication with Diplomacy and Professionalism
Team Management ♦ Sales Management ♦ Negotiation
Business Development ♦ Business Strategy ♦ Sales Operations
New Business Development ♦ Operations Management
Inventory Management ♦ Marketing ♦ Team Building
Key Account Management

Technical Proficiencies:

Microsoft Word, Excel, Outlook, PowerPoint

Date of Birth: - 17th March 1973

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