

Kolkata, India 

9331066147 

kamalsurolia@yahoo.co.in 

<https://www.linkedin.com/in/kamal-surolia-nirali-bg-kitchen-sinks-ex-rsm-east-region-0a096b170> 

Kamal Surolia

Senior Sales Professional

I'm a Seasoned Sales Professional with **25** years of experience, and a sustained track record in sales growth and business development, along with delivering strong managing and operational results throughout my career as a **Regional Sales Manager** in the **Building Materials Industry Segment**.

I have a knack for driving results through creative problem-solving, customer relationships, excellent presentation, and strong leadership skills.

EXPERIENCE

Regional Sales Manager • Nirali Kitchen Sinks (Present - Nirali BG Kitchen Sinks)

2001 - June 2022

- Responsible for driving direct B2B sales in the projects (builders) and dealers segments including Government projects, Corporate, etc.
- Building and Leading a team to plan, guide, and oversee sales achievement for a dynamic group of sales representatives that cover the entire Eastern region comprising of 12 States of India.
- Planning and implementing sales and marketing strategies while effectively collaborating with the network channel of distributors, architects, interior designers, and dealers.
- Ensuring timely collection of overdue without any bad debt situation.

AWARDS & ACHIEVEMENTS

- Have won '**Zara Hatke Award**' for **10 Consecutive Years** for delivering **excellent sales results** through creative and innovative solutions with a track record of **100 percent Target Achievement**.
- Increased Sales by **500 percent** in the Eastern Region of India.
- Successful **Launch, Marketing, and Sales** of the **EBAX Brand**.
- Brand Penetration and Establishment in the low market share areas to make the Eastern region one of the best-performing areas nationwide in terms of sales.

SPECIALITIES

- Sales Negotiation, Persuasion, & Decision Making
- Product Knowledge & Presentation of Sinks, Bathroom & Kitchen Accessories, & other Materials in the Building Segment
- Team Building, Management, & Leadership
- Representing the Organization with Effective Communication, and strong interpersonal and presentation skills

EDUCATION

- **BCOM** - Calcutta University

RELEVANT SKILLS

Project Sales

Sales Planning
& Execution

Presentation

Client Relations

Team
Development
& Handling

Network Expansion

MS Office

Market Research
& Development

Product
Knowledge

Brand Positioning