BISHNU DASH

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JOB OBJECTIVE

➢ **Seeking assignments in sales & Marketing / Business Development with an organization of repute preferably in Mumbai.**

PROFILE SUMMARY

➢ Adroit in handling **sales & marketing** activities to improve product awareness through brand development efforts.

➢ Proficient in developing relationships with **direct organization & Channel partners** by identifying thestrength of each distributor and coordinating with them for effective business development.

➢ An innovative & loyal professional with strong communication, interpersonal, presentation & negotiation skills.

AREAS OF EXPERTIES

➢ Implementing **sales & marketing** activities that can create a positive experience for clients; reaching out to new & unexplored segments for business growth.

➢ Handling **go-to-market activities** with accountability of introducing products to win mutually beneficial deal.

➢ Handling business activities regarding **product positioning and brand positioning** to face counter-competition.

➢ Building distribution network with reliable **dealers & Stockiest**; appointing them in non-performance area.

ORGANISATIONAL EXPERIENCE

Current Employment Details:

Company	**: M/S: Methodex Systems Pvt. Ltd.**
Duration	: Feb 2017 – till date
Role	: **Business Development Manager** (Mumbai, Thane & Navi Mumbai)

Roles and Responsibilities:

➢ Responsible for creating business opportunities in the Corporate, Intuitional & Banking Segments.
➢ The role is to identify potential and create a need for **Turnkey solutions, Currency Counting Machine, CCTV, and Physical Security & Storage Products.**
➢ Generating leads using references from existing & new clients.
➢ Identify potential clients and negotiating with them till closure.
➢ The Key clientele includes BPCL, Railways, Mazagaon Dock, The New India Assurance, PWD, Mandalay, NIFT, BajajAuto, and Nationalized & Co-Op Banks.
➢ Organizing Presentations / Demos to give them clarity on the product.

- ➢ Conceptualizing & implementing strategies as a part of brand building.
- ➢ Forecasting monthly, annual sales & Collection target and executing them in a given time frame.
- ➢ Meeting **Consultants/ Architects /Contractors.**
- ➢ Identified the product to be positioned and necessary lessoning for tender process.

Company	: SVS Buildwel (P) Ltd.	
Duration	: July 2015 to Jan 2017	
Role	: **Sales Manager**,	(Mumbai)

Roles and Responsibilities:

- ➢ Responsible for creating business opportunities in different Segments.
- ➢ The role was to identify potential and create a need for advanced **firefighting products, Fire Alarm & CCTV** solutions for their installations.
- ➢ Coordinating with Fire Officers / Engineering Departments-Electrical/Mechanical.
- ➢ Generating leads using references from existing & new clients.
- ➢ Identify potential clients and negotiating with them till closure.
- ➢ The clientele includes LAB INDIA, EDENRED, BARC, RUNA CHEMICALS and many more.
- ➢ Organizing Presentations.
- ➢ Conceptualizing & implementing strategies as a part of brand building.
- ➢ Forecasting monthly, annual sales & Collection target and executing them in a given time frame.
- ➢ Meeting Consultants/ Architects /Contractors.

Company	: **CEASEFIRE INDUSTRIES LIMITED**	
Duration	: June 2007 – July 2015	
Role	: **Area sales Manager**,	(Mumbai & Thane)

Roles and Responsibilities:

- ➢ Handled Sales & Marketing with a key focus on achieving pre-defined target/growth.

- ➢ Took Sales initiatives to achieve business goals & led the frontline sales team to achieve them.

- ➢ Looked after customer centric operations by achieving scheduled delivery timelines & service quality norms.

- ➢ Achieved **sales targets by breaking it down at redistributors' level.**

- ➢ Service after sales refill, AMC, training.

- ➢ To handle **Channel Panthers** and ensure to business developments as per Companies Plan.

- ➢ *To handle key accounts like* Allana Group of Companies, Thyssen Krupp Elevator(I) Pvt Ltd, HBL Global, TOYOEngineering, PMC Bank, General Mills India Pvt Ltd, TATA Sons Ltd, NCR Ltd, *Karur Vysya Bank etc.*

- ➢ Identify potential clients and negotiating with them till closure.Responsible for Collection from Customers.

- ➢ Meeting Consultants/ Architects /Contractors.
- ➢ **Supervising the sales & marketing operations**, thereby achieving increased sales growth by keeping abreast ofmarket trends & competition mapping.

- ➢ Daily review of job status with the team. Ensure that estimate approvals, billing and collection happen ontime. Coordinating with all the departments (Production/ Finance/ Marketing etc).
- ➢ Imparting training to clients and their staff on our various lines of products.
- ➢ Conceptualizing & implementing strategies as a part of brand building and market development effort.
- ➢ Forecasting monthly, annual sales target and executing them in a given time frame.

- ➢ Single point of contact for the entire sales and marketing activities for Mumbai & Thane region.

SEMINAR & TRAINING   PROGRAM

➢ Attend Seminar on "Motivational Speech" by Mr. Sujit Lalwani in 2013.

➢ Attend art of **negotiation training program** in Ceasefire Industries Limited.

IT SKILS

➢ Operating System: MS DOS & windows (XP & 7).

➢ Software Application: MS Office 2007 & 2010.

EDUCATION

2007   MBA (Sales & Marketing) from BIMIT Bhubaneswar, Odisha approved by AICTE, affiliated to Biju Pattanik University of Technology.

2004   B.A in Economics from Bhadrak Autonomous College, Odisha affiliated to Fakir Mohan University.

PERSONAL DETAILS

Date of Birth	:	12th March, 1983
Sex	:	Male
Marital Status	:	Married
Languages Known	:	English, Hindi, Marathi & Oriya
Hobby	:	Playing Cricket, Reading and Listing Songs.
Current CTC drawn	:	6.00 lacs P.A
Expected CTC	:	7.80 lacs P.A
Total Experience	:	**14+ Years.**

I hereby affirm that the particulars mentioned above are true and correct to the best of my knowledge.

Date:

Place: Mumbai   (Bishnu Dash)