

# Arijit Ghosh

## Business Development Manager

### Faridabad

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## Profile

- Skilled Sales & Business Development leader offering 18 years of experience in leading sales, operations and enhancing revenue. Bringing expertise in client acquisition and contract negotiation, along with excellent interpersonal communication, relationship-building and team leadership abilities. Results-driven and proactive with demonstrated record of accomplishment in meeting and exceeding sales and revenue objectives.
- Motivated Fitness Instructor accomplished in helping clients at all fitness levels get into shape and achieve goals. Strongly believes health is conscious lifestyle choice necessary for longevity and happiness.
- FIT INDIA AMBASSADOR appointed by Ministry of Sports & Youth Affairs, Government of India

## Career History

**From Jul 2020**

**No. 1 Worldwide Express Private Limited**

Business Development Manager

- Participated in team-building activities to enhance working relationships.
- Used coordination and planning skills to achieve results according to schedule.
- Handled excessive number of calls within the deadlines to address customer inquiries and concerns.
- Served customers in a friendly, efficient manner following outlined steps of service.
- Increased customer satisfaction by resolving booking and delivery related issues.
- Quickly learned new skills and applied them to daily tasks, improving efficiency and productivity.
- Worked flexible hours; weekend, and holiday shifts.
- Managed revenue models, process flows, operations support and customer engagement strategies.
- Maximized sales by updating procedures for direct meetings and creating productivity.
- Prepared sales presentations for clients showing success and credibility of company services
- Achieved sales goals and service targets by cultivating and securing new customer relationships.

**2017-2020**

Jul-Apr

**Vasundhara Media Private Limited**

Sales Manager

- Monitored customer buying trends, market conditions and competitor actions to adjust strategies and achieve sales goals.
- Developed strategic relationships with key clients to foster profitable business initiatives.
- Delivered engaging sales presentations to new clients, explaining technical information in simplified language to promote features and increase client base.
- Produced contracts, reports, letters, and proposals for clients.
- Coached employees in successful selling methods and encouraged cross-selling to drive revenue.
- Handled all customer relations issues pleasantly, enabling quick resolution and client satisfaction.
- Developed and implemented comprehensive salesperson training program.
- Held weekly meetings with sales team to identify techniques to overcome sales obstacles.

## Personal

Date of Birth: 19/10/1981

Driving Licence: No

Availability: Two weeks

Able to relocate

## Skills

Sales Presentations ●●●●●

Sales Targets ●●●●●

Team Building ●●●●●

Customer Engagement ●●●●●

Customer Liaison ●●●●●

## Personality

Confident ★★★★★

Determined ★★★★★

Energetic ★★★★★

Hardworking ★★★★★

Inspiring ★★★★★

## Languages

English —————

Hindi —————

Bengali —————

Assamese —————

Spanish —————

## Interests



**2012-2017**

Mar-Jun

**Institute of Directors**

Sr. Manager - Public Relation & Communication

- Researched, negotiated, implemented and tracked advertising and public relations activities.
- Raised brand awareness through consistent marketing efforts and product campaign launches.
- Defined and achieved project and overall organizational vision, strategies and tactics.
- Designed and implemented strategic business plan objectives.
- Designed and created campaign e-mail invitations, articles and marketing videos.
- Represented organization to corporates, public, government officials and other external sources.
- Developed key and valued relationships with corporates, public, government officials and other external sources by resolving issues quickly and implementing different processes.
- Developed innovative marketing and PR strategies.
- Coordinated and managed sponsorships and sponsorship activation.

**2007-2012**

Dec-Feb

**Update Advertising & Marketing Private Limited**

Regional Manager

- Coached sales associates in product specifications, sales incentives and selling techniques, significantly increasing customer satisfaction ratings.
- Achieved targets by building, directing and motivating high-performing sales team.
- Achieved regional sales goal of by resolving problems, training staff members and completing action plans.
- Executed successful promotional events and trade shows.
- Held weekly meetings with team members to identify techniques to overcome sales obstacles.
- Delivered consistent and relevant feedback to sales personnel to improve telephone and selling skills.
- Held regular performance evaluations to assess strengths and weaknesses of team members and provide counseling to improve outcomes.
- Collaborated with senior executives to evaluate performance in regional area and develop strategies to expand revenue generation.
- Contacted key accounts regularly and achieved high satisfaction scores by routinely re-assessing needs and resolving conflicts.
- Achieved regional sales objectives by coordinating sales team, developing successful strategies and servicing accounts to strengthen business relationships.
- Made onsite sales calls to prospective customers to help sales representatives close lucrative deals.

**2006-2007**

Jun-Nov

**SOTC Kuoni Travel Group**

Branch Manager

- Boosted branch sales by developing and deepening customer loyalty through regular meeting inside and outside of the branch.
- Maintained confidentiality of bank records and client information to prevent mishandling of data and potential breaches.
- Created strategies to develop and expand existing customer sales, resulting in increase in quarter sales.
- Resolved customer complaints to maintain high level of satisfaction.
- Managed branch operations, including sales, customer service, finances, and recordkeeping.
- Interviewed, hired, and developed team of 7 members.
- Initiated new sales and marketing plans for product roll-outs, including developing sales, distribution and media strategy.
- Directed work of efficient administrative team maintaining accurate sales, inventory and order documentation.
- Investigated and integrated new strategies to expand business operations and grow customer base.
- Coordinated staff sales meetings to discuss developmental strategy, best practices and process improvements.

**2002-2006**

Jun-May

**Vasundhara Publications**

Advertising Sales Manager

- Developed sales strategies and people skills to entice clients, negotiate contracts and close deals.
- Coached Sales executives in sales and fulfillment strategies.
- Coordinated with clients, internal teams to consistently grow and improve client relationships based on revenue potential.

**2002-2005**

**Indira Gandhi National Open University**  
Bachelor of Arts