**BISWABIKASH GURU**

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Assignments in **SALES & MARKETING / BUSINESS DEVELOPMENT** with a growth oriented organisation

Location preference :Any where in India

**A BRIEF SYNOPSIS**

Post Graduate Diploma in Planning and Entrepreneurship from IIPM and a concurrent **MBA** Degree from IMI, Europe. Human Resource and Marketing discipline being the areas of specialization with experience in overall **3.5 years** in sales & marketing. Currently associate with **KAMDHENU ISPAT LTD** as sales & marketing executive. Fair understanding in increasing sales revenues, developing profitable and productive business relationships, coordinating with decision makers, building an extensive client base, and market development. Experienced in coordinating with internal/external customers, implementing procedures and services standards for business excellence. Been proactive and focused as a student and professional. Possess excellent organisational, relationship management & analytical skills.

**ORGANISATIONAL SCAN**

**Since Jan 15 2016: Kamdhenu ispat Ltd., odisha as Sales & Marketing executive**

**Key Deliverables:**

* Responsible for coordinating with the existing distributors of the company.
* Taking orders of the TMT product from the dealers.
* Updating distributors and dealers about the change in product price and new product launch.
* Meeting the existing dealers.
* Meeting the new target customers and converting them into dealers.
* Solving the problem and queries of existing distributors and dealers.
* Searching for new distributors.
* Giving all the details of the company to the upcoming distributors and explaining them policies for the distributorship.
* Organizing events at the distributors and dealers place to increase sales.
* Meeting dealers on daily basis and helping them in finding customers.
* Making daily call reports and sending them to the seniors.
* Attending meetings and monthly closing at district office.
* Handling project sales in given area. Meeting with builder and convince them to use our product.
* Meets with Govt. officer to approve the product.
* Meets with contractor and convince them to use our product.
* Visit different Govt. office to find out the project.

**Notable Accomplishments:**

* Successfully achieved the sales target of the western odisha.
* Played a key role in generating sales volume of western odisha from 200MT to 300MT, achieved business growth of 50% in a span of 2 months.

**Dec 03 2013 to Jan 05 2016: Shyam Metalics and Energy Ltd. Odisha as Sales & Marketing executive**

**Key Deliverables:**

* Taking care of the sales with focus on achieving sales target and growth across western odosha. Forecasting and planning monthly & quarterly sales targets and executing them in a given time frame.
* Managing customer’s centric operations and ensuring customers satisfaction by achieving delivery timelines and service quality norms. Giving presentations & demonstrations to customers on their places.
* Executing long term business direction of the area to ensure maximum profitability in line with organisational objectives.
* Analysing latest marketing trends and tracking competitors activities and providing valuable inputs for fine tuning sales & marketing strategies; initiating market development efforts.
* Managing activities pertaining to negotiating / finalization of deals for smooth execution of sales & order processing.
* Handling project sales in given area. Meeting with builder and convince them to use our product.
* Meets with Govt. officer to approve the product.
* Meets with contractor and convince them to use our product.
* Visit different Govt. office to find out the project

**Notable Accomplishments:**

* Successfully achieved the sales target of the western odisha.
* Played a key role in generating sales volume of western odisha from 150MT to 600MT.
* Got the best new employee awards for achieving the target.

**ACADEMIC CREDENTIALS**

**2011** Post Graduate Diploma in Planning and Entrepreneurship from IIPM and a concurrent **MBA** Degree from

IMI, Europe. Human Resource and Marketing discipline being the areas of specialization.

**2008** Bachelors in business management – Garden City College, Bangalore

**2005** Council of Higher Secondary Education – Attabira College, Attabira

**2003** Higher Secondary Certificate – Paikmal High School, Paikmal

**BEYOND CURRICULUM**

* In school 200m really race I won 1st runner up
* Winner team of corporate quiz (IIPM)

**HOBBIES & INTEREST**

* I am passionate towards pool because it boost my ability to concentrate more and be patient.
* I am very much interest towards cricket it help me rebuilt team capability.
* Table tennis helps me tackling pressures, refreshing and keeping me physically fit.

**PERSONAL DOSSIER**

**Date of Birth :** 18th April 1988  
**Languages Known :** English, Hindi & oriya  
**Communication Address :** At/Po-Nuadihi , Via-zincnagar*,* Dist-sundargarh, pin-770072