

# **Biswajit Sarkar**

NIRMAL ABASAN FLAT No C2

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**Job Objective** : An ambitious individual, who has a positive can do attitude, Able to sales into all market sectors .Well organized with a commitment to achieve excellent result. Seeking a suitable managerial position with an organization where I will able to utilize my sales experience, marketing knowledge and ability to stimulate and motivate a productive sales force to the maximize the company's sales objects..

## **Summary of Skills**

**Sales Skills**: Building long term relationship with clients, Experience of the B2B and B2C\_Sales process. High network capabilities. Analyzing of financial data and controlling costs of price. Selling of both private and Public Sector clients. Exposed Sales promotion Activities merchandising and other channel handling.

**Managerial Skills**: Proven track record of taking responsibility of specific tasks and leading these to a successful Outcome, Performance management, and Strong Commercial awareness, determining the appropriate resources, Able to maintain accurate records and Produce relevant documents.

**IT skill**: MS office/Internet & E-mail.

## **Sales Achievements and Career History**

**Sept22- till date wrking as a Area Sales Manager BLOOM FOOD ADDITIVES PVT LTD AT Kolkata (West Bengal) location ( Bakery/ Bread/ Cake ingredients )**

### **Job Responsibility:**

Responsible for Appointment delar and distributor  
Responsible for bakery/ cake Industries  
Key responsibilities for B2B sales and Horeca sales.  
Compiling and analyzing sales figures  
Possibly dealing with some major customer.  
Managing all records of meeting and convention with Customers.  
Assist with planning and execution of all societies' events.  
Maintaining and increasing sales of company products.  
Establishing and expending customer base.

**May 2018- June 2022 working at COMET TRADECOM PVT LTD as a AREA SALES MANAGER. Looking West Bengal. ( DAIRY PRODUCTS/PASTA/SOYA/SAVIYAN)**

### **Job Responsibility:**

Distributor Handling, Motivating & training of sales force.  
Super primary and secondary sales planning monitoring and achievements.  
Managing all records of meeting and convention with Customers.  
Assist with planning and execution of all societies' events.  
Schemes for market and Rural area development planning and Marketing.  
Manage 06 SO planning and execution

**Oct 2014 - May 2018 working at Romania Foods & Beverages- Bangladesh as a Area Sales Manager At North East and Kolkata (HQ) (BISCUITS/COOKIES)**

**Job Responsibility:**

Appointing Importer, C&FA, Super Stockiest and handling, Motivating & training of sales force.  
Member Management, including e-mail reminders, member roster and records financial dues.  
Managing all records of meeting and convention with Customers.  
Assist with planning and execution of all societies' events.  
Schemes for market and Rural area development planning and Marketing.  
Manage 06 SO and 18 indirect field force Assist with planning and execution

**Nov'2008 - Aug 2014 at Fino Paytech Ltd. as a District Coordinator & Project officer-SHILLONG**

**Job Responsibility:**

Responsible for the Rural banking development under government financial inclusion project.  
Identification of the locations where banks would wish to commence the BC/BF activity.  
Identification of the various components of the activity which encompasses the role of a BC, such as customer solicitation and enrollment including ensuring KYC based on RBI norms.  
Mapping of the locations of the desired BC locations to the Bank locations.  
Training, audit, and reporting as per bank's requirements.

**Achievement:**

In two years successfully working SBI project at 24 parganas (south), now I am promoted as a **project leader AXIS bank-Jowai/Meghalaya** for MGNREGA for opening beneficiary accounts in rural area.

**Dec'2003 – May'2008 at Reliance Telecom Limited as a Territory Sales In-charge. (TELECOMMUNUCATION PRODUCTS)**

**Job Responsibility:**

Responsible for the GSM Networking Service brands like Reliance SMART looking in Nadia district and Part of Burdwan District.(H.Q.KRISHANAGAR)  
Managed distributors and involved secondary Sales force including salesman who reported to me.  
Appointing Distributors and handling, Motivating & training of sales force.  
Schemes planning for market and also implement to the market.  
Rural area development planning and Marketing.  
Executing of merchandising/ promotional activities in accordance with the regional characteristics.  
Identifying & networking with channel partners resulting in deeper market penetration & reach.  
Implementing a systematic route plan for expansion of retail coverage.  
Conducting competitor analysis by keeping abreast of market trends and competitor moves to achieve market share metrics.  
Designing & monitoring the data collection system at retail & consumer end, tracking the performance of the brand in the market.

**Achievements:**

In this period I have achieve all target and become to company direct pay-roll within three months. After one year I have getting self responsible for Nadia and Burdwan dist.

**Sep'96- July'03 G.M. Pens (INT'L) Ltd as a Territory sales in charge HQ Varanasi ( WRITING/DRAWING )**

**Job Responsibility:**

Handling 16 distributors (Retail/General) and Promotional schemes.  
Organizing Business Development Activities, Distributors – claims management.  
Meeting the monthly target with wide spread distribution.  
Coverage all A class and B class location.

Ensuring the service levels of stockiest credit frequency, collection etc.  
Ensuring the infrastructure of stockiest – unit, quality of sales man delivery boy etc.  
Managed distributors and involved secondary Sales force including salesman who reported to me.  
Appointing Distributors and handling, Motivating & training of sales force.  
Schemes planning for market and also implement to the market.  
Analysing the sales of company products as well as competitor products

**Achievement:**

A member of the elite team of the country to be selected for a trip to Singapore/Bangkok/Pataya in September 1999 for excellent sales achievement.

**Date of Birth** : 30/04/1974

**Education** : B.Com (Accounts) – Kolkata University at 1995

**Marital Status** : Married

**Current CTC** : **3,30,000** pa + Other's allowances+ Mobile bills.

**Expected CTC** : As per company payout

**Notice Period** : **15** - 21 day's

**Family Background** : Wife and only one 15 years old daughter.

**Communications** : Bengali Hindi, English

**Other Interest** : Reading, Extensive Traveling, Plying cricket,