

# DEBASHIS MUKHERJEE

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*Senior level assignments in Strategic Planning with an organization of repute*

## SYNOPSIS

- ❑ Exceptional leader with talent selling design, quality, service & value over price. Possess over 10 years of rich experience in Strategic Planning, Sales & Marketing, Channel Management & Business Development.
- ❑ Associated with **Chiranjivi Marketing Pvt Ltd, Kolkata as Area Manager.**
- ❑ A keen analyst, highly skilled in market / sales forecasting, quick to identify & formulate strategies to exploit business opportunities.
- ❑ Demonstrated ability in restructuring operations to revitalize business.
- ❑ Exhibited excellence in building new territories & expanding opportunities within existing client base.
- ❑ Distinction of leading & managing operations that have contributed high growth rates on very long term.
- ❑ Outstanding relationship building, training & presentation skills. Intelligent, articulate & driven to succeed.

## CORE COMPETENCIES

- ❑ Assisting in formulating business plan for development in the region in consultation with top management for organizational development.
- ❑ Overseeing the sales & marketing operations, thereby achieving increased sales growth.
- ❑ Implementing competent strategies for the business with a view to penetrate new accounts and expanding existing ones for meeting pre-determined business objectives and targets.
- ❑ Identifying new streams for revenue growth and developing marketing plans to build consumer preference.
- ❑ Maintaining branch records & periodically submitting the reports to H.O for decision-making purposes.
- ❑ Managing the sales and marketing operations for promoting products and accountable for achieving business goals and increasing sales growth.
- ❑ Implementing marketing strategies to build consumer preference and drive volumes. Conducting competitor analysis by keeping abreast of market trends and competitor moves to achieve market share metrics.
- ❑ Handling enquiry generation, technical & commercial quotation submission, order negotiation, order loading & payment follow up.
- ❑ Identifying and networking with financially strong and reliable advisors dealers networks, resulting in deeper market penetration and reach.
- ❑ Providing value added products at competitive prices with complete marketing, and other logistical support.
- ❑ Updating on the availability of new products catering to the industries.
- ❑ Driving sales efforts throughout sales force and distributor channels.
- ❑ Evaluating performance & monitoring channel sales and marketing activities.
- ❑ Handling customer queries for better turnaround time and customer satisfaction. Identifying prospective clients, generating business from the existing clientele to achieve business targets.
- ❑ Interacting with the clients on a regular basis & providing redressal to all their queries, complaints & handling all client relation.
- ❑ Recruiting, leading, mentoring & monitoring the performance of team members to ensure process efficiency and meeting of targets.

**Strategic  
Planning**

**Branch  
Management**

**Sales &  
Marketing**

**Business  
Development**

## PERSONAL DOSSIER

**Address:** 20F, Motilal Basak Lane, Kankurgachi: 700054, Kolkata

**Date of Birth:** 2<sup>nd</sup> January 1965

## WORK EXPERIENCE

**June '16 to August '19 with Chiranjivi Marketing Pvt Ltd, Kolkata as Area Manager**

**Responsibilities:**

- ☐ Handling seven branches' sales and operations.
- ☐ Responsible for heading the direct selling team & looking after the corporate clients of branch business.
- ☐ Managing the sales of insurance products and allied services.
- ☐ Imparting the product & sales training to the Branch sales team & upgrading the skills of the team.
- ☐ Generating revenue & executing the sales targets of the branch.
- ☐ Spearheading a team of 7 Branch Managers with ABM with telecallers and executives (including sales & back office) each.
- ☐ Documenting the daily reports for the future perusal of the management.
- ☐ Devising & deploying strategies for the promotion of Managers and Executives.

**April '12 to May '16 with India Securities Broking Pvt. Ltd. (Regent Money), Kolkata as Branch Manager**

**Responsibilities:**

- ☐ Handling branch sales and operations.
- ☐ Responsible for heading the direct selling team & looking after the corporate clients of branch business.
- ☐ Managing the sales of insurance products and allied services.
- ☐ Imparting the product & sales training to the sales team & upgrading the skills of the team.
- ☐ Generating revenue & executing the sales targets of the branch.
- ☐ Spearheading a team of 15 tele callers and 30 executives (including sales & back office).
- ☐ Documenting the daily reports for the future perusal of the management.
- ☐ Devising & deploying strategies for the promotion of Managers and Executives.

**Jun '02 to March '12 with Banco Consultant Pvt. Ltd., Kolkata (Outsourced to ABN-Amro Bank) as Unit Manager**

**Responsibilities:**

- ☐ Appointing the alternate channels and maintaining the franchisees.
- ☐ Responsible for heading the direct selling team & looking after the corporate clients in Kolkata.
- ☐ Managing the sales of credit cards and life insurance products.
- ☐ Imparting the product & sales training to the DST's & upgrading the skills of the team.
- ☐ Generating revenue from DST's & executing the sales targets.
- ☐ Spearheading a team of 105 Executives (including Managers).
- ☐ Documenting the daily reports for the future perusal of the management.
- ☐ Devising & deploying strategies for the promotion of Managers and Executives.
- ☐ Managing a team of managers and executives.

**Attainments:**

- ☐ Recognized with a Gold Coin by ABN-AMRO BANK in for excellent performance in July 2004.
- ☐ Won a trophy from Aviva life insurance co pvt ltd for best performance among the CC channels.
- ☐ The total salary bill of my channels is in my COA.

**Jan'01 to May'02 with Standard Chartered Bank -DST as Asst. Business Manager**

**Responsibilities:**

- ☐ Dealing with the credit cards & selling banking products (Credit Card) for developing business.
- ☐ Handling a team of Managers and Executives.

<b>PREVIOUS EXPERIENCE</b>
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**June'97 to Dec'00 with Allied Pharmaceuticals Ltd., KOLKATA as Area Sales Manager**

**April'94 to May' 97 with South Shourne Corporation (India) Ltd. MALDA as Senior Marketing Executive**

**Nov'91 to Mar'94 with Acila Pharmaceuticals. MALDA as Senior Marketing Executive**

<b>ACADEMIC CREDENTIALS</b>
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- ☐ Bachelor of Arts, from Calcutta University in 1991