

***NILANJAN GUIN***

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**(GJSCI/NSDC- Govt. of India certified gems & jewellery trainer)**

**System Identification no: Q8302/0012**

**Color Gemstone Grader Certified by GIA**

**Pearl Grader Certified by GIA**

**Result focused and ambitious** sales strategist with almost **12 years** of expertise in a variety of sales focused setting. Adept at working to effectively to achieve organizational sales objectives in individual and cross functional team environments. Skilled in developing comprehensive and effective sales plans that deliver revenue growth and client retention. Efficiently constructs and maintains a high performing team by hiring, developing & motivating groups of skilled professionals. Demonstrated ability to serve as a tenacious and self driven client advocate. Expert in inside, consultative and solution selling methods.

**CORECOMPETENCIES**

* Strategic Sales Leadership Retail administration Customer service
* Territory management Budgeting, Expense report Customer retention
* Interpersonal communication Financial assessment Data management
* Market penetration Team & culture building PC skills
* Operational analysis Business development Channel relation
* Business process improvement Marketing management Marketing strategies

**AREAS OF EXPERTISE**

**Training**

* Providing training to sales & marketing team by making sure that compliance is adhered to & opportunities are maximized .
* Assessing individual performance against business requirements & ensuring all the sales/ marketing staff are compliant & competent in their roles.
* Providing feedback to individuals , assessing training requirement in line with business needs & targets.
* Ensuring the sales & marketing team is equipped with necessary skills.

**ORGANISATIONAL EXPERIENCE**

1.Working with **Swastik Gem and Jewellers (November 2014 till now) ,** a leading Gems and Jewellery brand , as **Sales Manager** ,assisted by **3 sr. salesperson and 2 sales trainee .**

**a)** **Responsible for Training, managing and motivating a team to increase sales and ensure efficiency**

**b)Responsible for grading, assorting, pricing of color gemstone & Diamonds.**

**c)Responsible for purchasing of gemstones from vendors.**

**d)Responsible for maintain jobber issue/ receipt ledger, quality control of finished product, physical stock ledger of the showroom, customer order /delivery process, certification of product if required.**

**e) Responsible for sales & outstanding payments for the sale made**

**f) Responsible for meet monthly sales target.**

**g) Responsible for liaison with astrologers and maintain good relationship with other profit making channels .**

**h) Responsible for looking after the total Administration ,HR, Financial part of the showroom .**

analyzing sales figures and forecasting future sales volumes to maximize profits , dealing with staffing issues, promoting the organization locally by liaising with local newspapers and the community in general, dealing with sales, Managing and motivating the sales team to increase sales and ensure efficiency,Achieving assigned targets related to collection, sales &outstanding payments for the sale made… etc.

**SALARY : Rs. 318000 p.a.(Net salary- Rs. 24000/- p.m.+ 2500/-p.m. T.A. & food allowance)**

2.With **SENCO GOLD & DIAMONDS(From June,2014- October,2014)**, a leading jewellery Brand in Eastern India with pan India presence , as **Training and Development Manager**, responsible for Training Delivery to Staffs in all retail outlets of the organization on 2 Verticals. On Gems &Jewellery Product Domain and Jewellery Retail selling skills , Dealing with staffing issues, interviewing potential staff as when required , Managing and motivating the sales team to increase sales and ensure efficiency , Updating sales staffs on business performance, new initiatives and other issues , Dealing with sales, as and when required.

3. With **EDU JOBS ACADEMY PVT LTD. (2COMS)(From Dec,2013- March,2014)**, a leading training institute , as Sr. Trainer , Responsible for training delivery to staffs of Gems & Jewellery retail outlets (pan India basis) on two verticals; on Gems & Jewellery product Domain and Jewellery Retail selling skill as per NSDC& GJSCI guidelines, also training delivery to the trainers – national skill qualification framework . Tracking all the financial transaction related with NSDC project. Manage all the documentation . ,maintain good relationship with the partners and the co ordination between NSDC-GJSCI-GJF .

**Provided Gems & Jewellery training to the following retailers :**

**ANOPCHAND TILOKCHAND JEWELLERS PVT LTD, SUMMET GEMS & JEWELLERS PVT. LTD., JIN KUSHAL JEWELLERS,UJJAWAL JEWELLERS, RAJ RADHIKA JEWELLERS, PAREKH DAI JEWELLERS, LAKHAMASI PADAMSI JEWELLERS, P.C.CHANDRA JEWELLERS, SENCO GOLD AND DIAMONDS, INDIAN GEM & JEWELLERY CREATION, ROY JEWELLERY HOUSE** etc.

4.With **NAVRATNA GEMS & JEWELS , (August 2010 – December,2013),** a leading Gems and Jewellery brand , as **Floor Manager** ,assisted by **2 sr. salesperson and 3 sales trainee .**

Responsible for managing and motivating a team to increase sales and ensure efficiency , managing stock levels and making key decisions about stock control , analyzing sales figures and forecasting future sales volumes to maximize profits , dealing with staffing issues: interviewing potential staff; conducting appraisals and performance reviews; and providing or organizing training and development , ensuring standards for quality, customer service and health and safety are met , promoting the organization locally by liaising with local newspapers and the community in general , responding to customer complaints and comments , Conducting analysis of the Fast Moving SKU, Slow Moving SKU & Dead Stocks to liquidate n facilitate with latest Updation to customers , initiating changes to improve the business, e.g. revising opening hours to ensure the store can compete effectively in the local market , touring the sales floor regularly, talking to colleagues and customers, and identifying or resolving urgent issues , dealing with sales, as and when required .

5.With **Formica India Division** - **The Bombay Burmah Trading Corporation Ltd. (June 2009 – February 2010 ),** a leading Brand name in the Lamination Trade in the India , as **Executive – Sales** ,**assisted by 4 Sales Trainees** .

Responsible for Sales Promotion, Channel Sales through Distributor and Dealers and also responsible for Demand generation from Architects and Interiors and clientele development , Ensuring a high level of customer satisfaction through

professional and timely services i.e. maintaining customer relationship management, Achieving assigned targets related to collection, sales and

outstanding payments for the sale made , Responsible for Extensive traveling for the promotion of the company.

6.With **HINDUSTAN UNILEVER LTD.** (Under Third Party pay)**(February 2008 – April 2009)**, a leading brand in FMCG and FMCD industry in the whole world ,as **Team Leader** , **Assisted By 2 Group Leader , and 25 PWE’s .**

Responsible forMaintain CRM through NET SUITE . Providing training, coaching and mentoring to team members regarding the water purifier industry (i.e. Technical knowledge about water purifier, market of water purifier , competitor report etc.), developing new marketing strategies for development of product & multi level marketing , clientele development of the SWZ , developing as well as inventing new sources & channels of Sales of respective product , preparing the area master for PWE working ,Responsible for attrition of the TEAM , proper 100% DAR maintenance of PWE’S , Achieving the set sales / contacts / demos targets for the SWZ .

**PROFESSIONAL QUALIFICATIONS**

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| --- | --- | --- | --- | --- |
| Examination | School/College | Board/University | Year of Passing | % of marks |
| Madhyamik | Scottish Church collegiate School  | West Bengal board of secondary education | 1998 | 79 |
| Higher Secondary | Scottish Church collegiate School | West Bengal council of Higher Secondary Education | 2000 | 54 |
| B.Com | City College | Calcutta University | 2003 | 41 |
| M.B.A. | Institute Of Business Management  | Jadavpur University | 2007 | 65 |

**ITS SKILLS**

* **Operating System** **:** Windows 98, Windows XP
* **Application Software** **:** MS Office, Power Point, Internet

 NETSUITE (ERP SYSTEM), JEWEL Software

**EXTRA CURRICULAR ACTIVITIES & HOBBIES**

* **Represented School Cricket team in class 10 .**
* **Playing chess & computer games .**
* **Painting (Diploma course under BANGIYA SAHITYA PARISHAD,W.B. GOVT.)**

**PERSONAL DETAILS**

* **Date of Birth :** 2ND AUGUST 1981
* **Marital Status :** Unmarried
* **Nationality / Religion :** Indian / Hindu
* **Language Proficiency :** English, Bengali, Hindi

[NILANJAN GUIN]