

BISWAJIT CHAKRABORTY

+91- 9804175323

bjit84@yahoo.co.in

BUSINESS DEVELOPMENT & MARKETING PROFESSIONAL

*Offering 5+ years of prolific experience in the domain of Business Development /B2B Sales & Marketing/
Institutional Sales / Strategic Planning & Implementation etc. across the industry.*



CORE COMPETENCIES

*Business Development
Sales & Marketing
Software content sales
K-12 Segment
Publications
B2B Sales
Institutional Sales
Book Trade
Relationship Building
Promotion
Customer Relationship*

PROFESSIONAL SUMMARY

- Dynamic and diligent professional with career success in driving experience in **Business Operation, Marketing, Business Development, B2B Sales, Corporate Sales, Customer Relationship Management, Liaison & Coordination**, along with the ability to operate a computerized business management system.
- Gained experience in preparing Business development strategies and contributing towards enhancing business volumes & growth and achieving revenue and profitability norms.
- Developing new business, and increasing new clients in an assigned area.
- Maintaining fruitful relationships with existing customers.
- Planning and overseeing new marketing initiatives.
- Attending conferences, meetings, and industry events.
- In-depth knowledge of the industry and its current events.
- Providing excellent customer service while meeting and exceeding company goals.
- Adroit in developing & managing business partners for enhancing the market share and overall revenue generation of the organization.
- An out-on-the-box thinker with high caliber in creating, developing & executing innovative business development plans & strategies. Adept at mapping market dynamics to draw vital inputs to facilitate designing/realignment marketing/sales strategies to combat competition and sustain leadership position.
- Capable of understanding changing market environment and carrying out market research to rapidly identify business problems, formulate tactical plans, initiate change and implement effective business strategies.

TRAININGS & ACADEMICS

- **Completed Post Graduation Diploma in Management (PGDM) in Marketing, 2014** • NSHM Business School, Approved by AICTE (2012- 2014)
- **Completed Bachelors in Business Administration (BBA)** from Future Institute of Engineering and Management under West Bengal University of Technology ,Approved by HRD and AICTE in the year 2012, **(2009-2012)**
- **12th , 2009 • Kalyani Public School (CBSE)**
- **10th , 2007 • BDM International School (BD Memorial Institute) (CBSE)**

ORGANIZATIONAL EXPERIENCE

Bharati Bhawan Publishers and Distributors (K-12 Books promotion and Sales) **(Jul'19 - Present)** **As Senior Sales Officer :**

Responsible for promoting the major titles of Bharati Bhawan Publication and maintaining the existing business across the assigned territories by maintaining and developing relationships with the dealers and distributors and generating revenue by achieving sales targets . Currently managing territories like Andaman and Tripura .

PREVIOUS EXPERIENCES:-

EXTRAMARKS EDUCATION INDIA PRIVATE LIMITED (K-12 CONTENT SALES, SMART CLASS)

(Nov '16 - Jan'19) **As School Relationship Officer :**

- Handling the existing client schools and acquiring of new clients by organizing demos, giving teacher's training, signing agreement, developing business by closing deals and providing after sales services like training and solutions according to the IT environment.
- Developing new business in terms of selling Smart class content and increasing new clients in an assigned area.
- Involves visiting schools and meeting with the decision makers of the respective school such as The Principal, Director, General Manager. Sending proposals, Price negotiation, providing demonstration of the product, providing solutions to the issues faced by the school.
- Handling Partners and maintaining long term relationships for new business generation across new schools .

Zinfi Softwares Private Limited **(Jan'15- Nov' 16)** **As Business Development Executive:**

- To reach the end users of Hewlett Packard IT Products and thereby asking for their requirement and qualifying each and every lead under BANT criteria (Budget, Authority, Need, Time) .
- Includes, Email blasting for different campaigns of HP , Dialling for HP campaigns, Skype conversation , scheduling telephonic conversation with technical experts for different campaigns and products .
- Pitching products according to the requirement of the customer and generating appointments in terms of numbers.

INTERNSHIPS

BOC LINDE INDIA LIMITED

(7 weeks)

Project Brief:

- A study on the demand of the industrial gases in industrial areas of Kolkata and other organisations of Gas use and a detailed survey of the same.

Findings:

- During the internship as I was assigned to check out various areas and organisations which has industrial gas use. I have prepared a questionnaire for survey, which was guided by both the guides of my college as well as the company.
- General findings are mostly objection handling, and existing set of suppliers and their prices in terms of quotation and how to be more cost effective with the product and services ensuring quality.

Key Learning:

- During the course of internship, while on the field work I have visited many industries , hospitals etc, I have learnt how to handle objections with the services provided, and how they maintain the decorum, how they guide their employees , and most importantly I have learnt how to value time, Other learning includes the study of market demand and situation of the current demand
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EXTRA CURRICULAR ACTIVITIES & ACHIEVEMENTS

Achievements (Organizational)

- While working with Extramarks Education cracked big deals in terms of number of classrooms in top notch schools like ;
- Birla Bharati, Future Campus School, De Paul School, Swarnim International , St Agnes Kharagpur, Claret School , BDM International , Indus Valley World School, Sri Sri Academy , Jyotirmoy Public School , MP Birla , Gems Akademia , etc.

Extra Curricular activities:

- Ex-Captain of school cricket team.
- Played cricket tournaments organized by various Clubs.
- Played football at interschool levels.

TECHNICAL SKILLS

MS Office, Excel , Internet and basics of Linux operating system (Fedora OS)

PERSONAL DETAILS

Date of Birth: 25th May 1991

Nationality: Indian

Languages known: English, Hindi & Bengali

Address: Boral Anandapark, Rakshiter more South 24 Parganas Kol-700154.

References: Available on Request