



Atip Sarkar

PROFILE SUMMARY

1. Over 20 years' experience in sales and distribution management.

2. Experience in implementing strategies for new product launch, new account open, expanding market share and ensuring timely accomplishment of business objectives.

3. Process communication, interpersonal skills, able to negotiate and handle work problem with understanding other's perspectives and needs, ability to work under pressure and meet objectives.

OBJECTIVE

Seeking managerial assignment in a highly growth oriented organization.

To associate with a company which retains and believes that long term players contribute more and therefore believes in rewarding performers.

To secure employment with a reputable company, where I can utilize my skills and business studies background to the maximum.

LANGUAGE

- English ★★★★★
- Bengali ★★★★★
- Hindi ★★★★★

SKILLS

- > Area sales management
- > Strong leadership
- > Business & Channel development
- > B2B Sales & Operations
- > Corporate sales
- > Revenue generation
- > Strategic planning & process
- > Sales forecasting
- > Effective communications
- > Strong negotiations skills ★★★★★

INTEREST

- Playing Cricket, Listening Music.

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✉ sarkaratip81@gmail.com

📅 09/01/1981

WORK EXPERIENCE

→ **Sept'2019 - Present**

Asst. Manager

Ajanta Shoes India Pvt Ltd

Key Responsibility:

1. Operationally handle a dedicated set of accounts and drive Primary & Secondary targets. Collecting and making daily sale report, compiling analysing sales figures provide to our seniors on time.

2. Ensuring stock availability on key accounts as per need and fill up the cut size refilling on proper time and try to maintain 100% fill rates. Follow up stock dispatch from our godown to parties point on proper time.

3. Participating in all aspects of the hiring promoters, including interviewing, joining process, product training, analysing and tracking daily sale report, guiding and monitoring promoters to achieve their target. Handling customer and promoters complaints from store level and ensuring timely resolution for the same.

4. Following up on payments with our parties on regular basis to make sure collections are completed within agreed TOT mandated periods.

5. Visit store as per PJP for checking product display, stock correction, taking order and placement, improvement and motivated promoters, business relation build up of store concern persons.

→ **June'2017 - Aug'2019**

Area Sales Manager

Pearl Foods

Achievements:

1. Successfully open 35 plus Standalone Outlets in Kolkata market.
2. Highest achiever of our entire range for Modern Trade accounts in 4th quarter, 2018.
3. Expand the market in North Bengal, South Bengal & Odisha.

→ Apr'2012 - May'2017

Area Sales Manager

Kent RO Systems Ltd

Achievements:

1. Successfully launched Veg & Air Purifier in Spencer Retail & Future Retail.
2. All over East Region, I am the highest seller for RO & UV models at Modern Trade accounts in 2014.
3. In the year 2016, 1st Quarter I am the best performer for Off Line models.

→ Dec'2007 - Mar'2012

Territory Sales Manager

Keventer Agro Ltd

Achievements:

1. Successfully launched Typhoo Tea Bags at Institution & Horeca accounts.
2. Successfully launched Utsav Mustard Oil in Future Retails Ltd.
3. Highest achievers of Frooti Tetra Pack at Modern Trade accounts in 3rd & 4th Quarter 2010.
4. Appoint New Tea Vendor for Typhoo Tea Bags.

→ Jul'2002 - Nov'2007

Sales Executive

La Opala RG Ltd

Achievements:

1. Distinction of achieving 117% turnover growth at East Region in 2004.
2. Opening new accounts in Institution accounts like - Samsung Electronics, Lafarge Cement, Century Plyboards, Sika India etc.
3. Promotional activity like - products display, time to time scheme operate and product merchandising.

EDUCATION

✓ 2008 - 2010

MBA (Distance)

SMU

B

✓ 1998 - 2001

Graduate

NBU

B

ADDITIONAL INFORMATION

Technical Skills :
MS Office & Internet.