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Key Skills

Retail Sales/Corporate Sales

Channels & Outlet Management

Leadership & Team Management

Budgeting & Cost Optimization

Cross-functional Coordination/
Stakeholder Engagement

Inventory & Stock Management/
Shrinkage Control

Communication & Customer
Satisfaction

Objection Handling & Objection
Prevention

Active Listening & Problem Solving

Education

- **2011: Post Graduate Diploma in Management** in Retail (PGDM-RM) from **Institute of Management & Information Science (IMIS), Bhubaneswar (Autonomous)**
- **2009: Bachelor of Business Management (BBM), M.S. Ramaiah College, Bengaluru**, affiliated to **Bangalore University**
- **2006: XIIth** from **Kotagiri Public School**, Tamil Nadu, affiliated to **C.B.S.E.**
- **2004: Xth** from **Salt Lake School**, West Bengal, Kolkata, affiliated to **I.C.S.E.**

Personal Details

Date of Birth: 3rd December 1987.

Languages Known: English, Hindi and Bengali.

Address:- EC 116,
Salt Lake City, Kolkata 700064.
West Bengal.

Marital status: Married.

Extracurricular Activities: Music, Driving

Seeking a managerial position in **Sales and Marketing** wherein my education, experience and skills can be efficiently utilized to increase the sales volume and profitability of the firm, and build a strong distribution network for achieving deeper market penetration.



Profile Summary

- Focused professional with **over 14 years** of rich experience in **Retail, Telecom, Entrepreneurship & Banking**.
- Contributed towards **new business ideas** for mining new accounts, managed large enterprise customers in **various industry sectors**
- Skilled in formulating **store policies, procedures, budgets, operational norms, hygiene & customer services standards**
- Led tie-ups with **leading retail partners** and **redefined** the frontline ways of working which led to an unprecedented contribution of premium mix and channel profitability
- Headed **cross-functional & cultural teams** using interactive & motivational leadership; acknowledged for leading, coaching & mentoring team members to achieve resource wise optimization
- Enhanced **distributor's sale as well company's profitability** through customer conversion
- Comprehensive exposure in **managing business operations** through **business development procedures, winning sales strategies, channels/distribution standards and guidelines**
- Effective in devising and implementing merchandising plans through obtaining trade & consumer insights in relation to in-store merchandising aids
- Negotiated terms of business with channel partners covering margins, range, product displays, rentals for space & fixtures and payment terms.
- Efficient in handling introduction of new products & services including product type & quality assessment, pricing strategies, negotiations, trade & consumer promotions, so on for developing networks across business areas.
- **Launched:**
 - PTR (Post Paid Through Retail) in **Bharti Airtel Services Limited, Bikaner, Rajasthan**
 - Voice Net Combos and ranked No. 1 TSM in the entire circle Rajasthan, for **Bharti Airtel Services Limited, Bikaner**

Core Competencies

- Familiarity with all aspects of Client relationship management
- Ability to cope with dynamic market conditions and develop sales strategy accordingly
- Ability to work in high-stress environments and to make complex decisions
- Extensive knowledge of handling sales team and channels

Key Deliverables & Notable Achievements

- Managing, training & hardworking, results-oriented sales force; helping with several management to support sales functions
- Represented the firm at sales and contribution of Sales Revenue
- Communicated with clients and merchants to improve and develop business relationships cordially, in addition to maintaining constant follow-up on their feedback
- Handled Sales team, training and motivation to inculcate maximum Productivity
- Identified resource requirements and assigned responsibilities to different sales staff through proper coordination
- Helped in resolving critical issues related to sales, service and escalated important matters to upper management

Work Experience

February 2023 – January 2024 – ICICI Bank

Growth Path/Deputations:

Feb 23 – June 23: Wealth Manager, B2B Sales, Bengaluru, Karnataka

June 23 – Jan 24: Relationship Manager, Educational Loan, Managing – B2C Sales, Bengaluru, Karnataka

Key Result Areas:

- ➊ Ascertained customer needs through assessments and suggested optimum solutions available
- ➋ Established corporate strategies for achievement of top-line & bottom-line targets; managed business planning, operations & analysis for assessment of revenue potential in business
- ➌ Determined commercial environment, local trading patterns, competitor activity and market trends in the retail sector
- ➍ Resolved customer complaints in line with company policy as well as staff grievances; communicated customer feedback to Top Management
- ➎ Maintained and led a profitable position; major achievements include sales & profit development, market share development, brand building, network and service expansion, local supply footprint and a winning strategy
- ➏ Led the expansion of distribution network and accomplishing steady increase in sales year after year

Entrepreneurial Experience

October 2017 – January 2023 The Waves (Multi-cuisine Restaurant), Kolkata as Owner & Founder

Key Result Areas:

- ➊ Directing the end-to-end operations of the entrepreneurial venture
- ➋ Liaising with various vendors for the **negotiation in price, quality and delivery** of the required raw material (food items), administrative items and other required services
- ➌ Performing **exhaustive market research** to understand the nerve of the customer and implementing the findings
- ➍ Training the entire staff on menu, **serving protocol**, and so on for providing a consistent and enjoyable customer dining experience
- ➎ Increasing operational revenue constantly through quality food and exceptional service; managing a monthly turnover
- ➏ Analysing overall operation to find ways to **build sales, profitability, guest counts**, and effective cost controls
- ➐ Maintaining an **adequate but optimum Inventory** of the food, beverages, equipment and supplies

Work Experience

July 2012 – October 2017 Bharti Airtel Limited

Growth Path/Deputations:

Jul'12 – Mar'14: Territory Sales Manager, Managing – B2C Channel/Outlets, Bikaner, Rajasthan

Mar'14 – Jan'16: Franchise Retail Manager, Managing – B2C Channel/Outlets, Bikaner, Rajasthan

Jan'16 – Oct'17: Voice Account Manager, B2B, Corporate Sales (Post-paid Mobility), Kolkata, West Bengal

Key Result Areas:

- ➊ Developed & deployed target plans, programs and policies; backed initiatives such as budget preparation, forecasting of sales targets
- ➋ Planned, formulated & implemented marketing strategies & promotions to increase market penetration and to drive revenue & profitability by maximizing sales
- ➌ Conducted statistical analysis to determine potential growth; designed sales performance goals and monitored performance on a regular basis; supervised sales & marketing manpower as well as the hired and trained of personnel

Highlights:

- ➊ Increased Distribution by creating new Channels/Wings
- ➋ Won prizes in different contests organized by the company
- ➌ Introduced competitive plans/actions through market surveys

February 2011 – July 2012 Lilliput Kids Wear Ltd

Growth Path/Deputations:

Feb'11 – Oct'11: Store Manager, Patna; Managing a store of 4800 Sq. Ft.

Oct'11 – Jul'12: Area Sales Manager, Managing Stores/Outlets, West Bengal

Key Result Areas:

- ➊ Achieved sales targets for the store & month to generate revenue from the area and territory being manager
- ➋ Spearheaded entire functions of operations department inclusive of:
 - Met sales target, and consistently achieved & surpassed Key Performance Indicators
 - Arranged merchandise on floor as per standards like color blocking, stacking and creating a season story
- ➌ Drove efforts towards assuring window & in-store displays to a high standard in line with merchandising guidelines.

Internship

Aug 2010 – Feb 2011 Shoppers Stop Ltd, Ansal Plaza, Delhi as Customer Care Associate & Fashion Associate