

SINCHAN MUKHERJEE

BUSINESS DEVELOPMENT
MANAGER



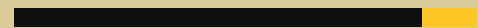
About Me

I am customer focused Business Development manager. Successfully contributing to company profits by improving team efficiency and productivity . Skilled at effective negotiations and upselling techniques. Utilises excellent organisation skill to enhance efficiency and lead teams to achieve outstanding sales.



LANGUAGES

Bengali



English



Hindi



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Education

2019 - 2022

Guru Jambheshwar
University of
Science and
Technology

B Tech in Printing & Packaging

2015 - 2018

Regional Institute of
Printing Technology

Diploma in Printing Technology

2015

Bijoygarh Vidyapith

Higher Secondary (Science)

2011

Jadavpur High School

Secondary



Experience

Dec 2022 - Present

APL machinery pvt ltd

Sales executive

- Conducting market research to identify selling possibilities and evaluate customer needs.
- Actively seeking out new sales opportunities through cold calling, networking and social media.
- Setting up meetings with potential clients and listening to their wishes and concerns.

Nov 2021 - Nov 2022

Chromaprint India Pvt Ltd

Business Development Manager

- Prepared Pricing Strategies aligned with budget to meet needs of customers.
- Produced quotes and proposals to provide value and benefits to prospective clients.
- Prepared reports and presentations to elaborate business development activities and outline new initiatives.
- Developed business planes to establish revenue and growth.
- Managed escalated client enquiries with exceptional professionalism and enthusiasm to maintain trust and reliability.
- Planned and developed winning strategies to increase sales, expand territories and boost market positioning.

Sep 2019 - April 2020

Stylo Media Pvt Ltd

Quality Controller

- Check the quality of the job in Ryobi 750G machine
- Proof Reading
- Maintain the job card and planning as per requirements of the job

June 2018 - March 2019

Essel Propack

Production Engineer

- Operate the HP Indigo 6800 and 6900 machine
- Check the quality of the job
- Color analysis

**Core Qualifications**

- AutoCAD plan, MS word, MS Excel, Powerpoint, and full knowledge of computer basic
- Basic knowledge of designing software, ex photoshop, illustrator, coral draw, etc
- Detail-oriented Excellent problem solver
- Leading from the front
- Sales and market development
- Strategic decision making
- Sales pipeline management
- Market and competitive analysis
- Lead generation
- Relationship development
- Business planning
- Market Strategy development
- Sales reporting

**Hobbies**

- Music
- Guitar
- Cricket
- Table tennis
- Carrom
- Travelling