

# **BINAY KUMAR**

## **SENIOR SALES EXECUTIVE**

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### **EXPERIENCE**

#### **Anupam Paints and Coating Company Pvt. Ltd Kolkata, Sales Executive 2015 - 2017**

- Sharing company updates and new objectives with team members assisting in resolving emergencies such as quality or customer problems that might be escalated to the team understanding performance targets and goals. Ensuring that the work environment is safe, secure, and healthy.

#### **Duratuf Products Pvt. Ltd Kolkata, Sr.Sales Executive 2017 - 2019**

- Offering advice on introducing new products, Reviewing sales performance negotiating contact and packages aiming to achieve monthly or annual Targets. Train and guides sales staff to focus on the store's sales strategies as per company standards develop strategies to achieve personal sales Targets and motivate associates to optimize sales performance and maintain a contract with a client in order to create a good working relationship that fosters increased sales and customer base

#### **Andromeda Sales & Distribution Pvt. Ltd, Business Development Manager 2019 - 2020**

- Andromeda sales & Distribution pvt. Ltd is India's Largest Loan Distribution Company. Loan officers evaluate and Authorize the approval of Business, the approval of Business real estate, or Credit Loans. They are specialists in evaluating the financial status of a Loan applicant. Duties include updating account records and reviewing loan file. They work for commercial banks, mortgage companies, or, credit unions.

#### **Turbo Oil & Power Industries Pvt. Ltd., Area Sales Manager 2020 - Present**

- Spearheaded sales strategies for Turbo Oil & Power Industries Pvt. Ltd. as Area Sales Manager, driving significant market penetration and revenue growth across key territories since 2022. Enhanced team performance through dynamic leadership, resulting in surpassing sales targets and achieving a notable increase in customer acquisition and retention. Led the development and execution of comprehensive marketing and promotional campaigns, tailored to diverse markets, that effectively amplified brand presence and product reach.

### **EDUCATIONS**

- **Matriculation -53%**(B.S.E.B Patna). -**2000**
- **Intermediate -60%**(B.I.EC Patna). -**2002**
- **B.Arts -59%**(V.K.S.U Ara). -**2005**
- **B.lis -60%**(B.U Bhopal). -**2010**
- **M.lis -67.25%**(V.M.U salem Tamilnadu). -**2011**

### **ADDITIONAL INFORMATION**

• **Soft Skills:** Problem-Solving, Decision-Making, Management Skills, Marketing Skill, Sales Strategy, Team Collaboration, Good Communication Skills

- **Technical Skills:** Windows, Ms.Word, Ms.Excel, Powerpoint etc.