



Tapash Patra

Seeking a vertical shift in
TENDER Sales, Business
development in Healthcare
with well known Organizations.

INFO

📍 Tapash Patra

📍 A-203 Star Status CHS Ltd.,
UnitechWestend Complex,
Nr. St. Xavier's High School,
Bolinj, Virar (West) – 401303.

☎ +91-9730048906
+91-9833095446

✉ Email: tapash.patra_2007@yahoo.co.in
tbpv2012@gmail.com

Productive Sales professional with solid work ethic and record of achievements in sales and customer relationships. Proficient in full cycle of client acquisition – prospecting/follow up/close the deal. Adept at enhancing efficiency, driving growth, technical support and training. Specialist in Online & Offline Tenderbidding to almost all Government / Semi Government / Corporate house across the country and abroad.

PROVEN EXPERTISE

- ❖ Sales & Marketing
- ❖ Driving efficiencies
- ❖ Channel management
- ❖ Training and development
- ❖ Promotions and product launches.
- ❖ Team Dynamics
- ❖ Customer Service
- ❖ Specialist in Online & Offline Tender bidding

CORE COMPETENCIES

Sales and Marketing

- ❖ Supervising the sales and marketing operations to ensure target completion for business development.
- ❖ Analyzing market conditions to develop new routes and marketing strategies to augment business.
- ❖ Driving sales efforts further through interaction and relationship with high potential clients for growth and profitability.
- ❖ Managing existent sales channels and implementing effective strategies for more Channel Development to increase business opportunities for the company.
- ❖ Maintaining MIS and making relevant reports to all management levels assisting in critical decision making processes.

Customer relationship skills

- ❖ Cultivating healthy relationships and strong networks to ensure collaboration, integration and alignment for better business prospects.
- ❖ Identifying customer requisites utilizing practical knowledge and skills, thus delivering appropriate services of the highest quality.
- ❖ Considering customer feedbacks to take required action for referrals and repeat business.
- ❖ Resolving customer queries and issues utilizing people and negotiation skills to render customer delight and increase customer satisfaction.

Negotiation skills

- ❖ Practical knowledge of REPA process (Relate, Explore, Propose, Agree) to execute effective negotiations and contribute in business enhancement.
- ❖ Setting realistic but stretched objectives.
- ❖ Win- win approach to ensure maximum benefit for the company as well as clients.



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Key Account Management

- ❖ Creating value for key customers to develop strong relationship and extending all required support for business growth.
- ❖ Develop professional and long-lasting relationships with all influential stakeholders to ensure business opportunities in coming times.
- ❖ Planning and executing robust pitching.
- ❖ Managing pre and post activities to finalisation of deals for smooth negotiation and sales.

Communication skills

- ❖ Exceptional listener and communicator who effectively conveys information verbally and in writing in order to create more sales opportunities.

Team Interaction

- ❖ Providing necessary training to the sales force and support teams related to product, institutional dealing and customer handling.
- ❖ Interfacing with people at all levels, managing healthy work environment and developing bonded teamwork with high work ethics.
- ❖ Motivating team members and channel partners with effective incentive plans thus assisting in furthering revenues from sales.

SUMMARY OF CAREER KRAS

- ❖ Achieve sales revenue and profit objectives.
- ❖ Conduct consultative selling.
- ❖ Lead generation, business prospecting, follow up.
- ❖ Client acquisition, closing deals.
- ❖ Drive growth and enhance market share.
- ❖ Penetrate markets, expand operations.
- ❖ Conduct CME programs
- ❖ Develop and manage the stockist network
- ❖ Manage receivables / control credit.
- ❖ Recruit train and develop the frontline sales force.
- ❖ Plan and execute product promotions.
- ❖ Network and liaise with influential stakeholders.
- ❖ Ensure customer delight, retain existing customers.
- ❖ Execute impactful product launches.
- ❖ Track competition and market trends.
- ❖ Establish and drive operational efficiencies.

CAREER PROFILE

VIJAY LATEX PRODUCTS PVT LTD, Mumbai

Manager Sales Administration (Aug 2019 – Till date)

Reporting to: CMD

Achievements:-

- ❖ Conducted successfully online and offline tender bidding with most of the Government / Semi Government / Corporate houses in India and abroad.
- ❖ Successfully conducted promotional activities to promote the product amongst the targeted segment.
- ❖ Established tie up with institution like PGI(Chandigarh), TNMSC, GOMP, OSMCL, IPCA, BMSICL, KoPT, PHSC, DHS, CMSD, UPPHSP, KMSCL, GMSCL, MPLUN, SKIMS, JIPMER, DGS&D, MCGM, RMSCL, WBMSCL, AFMSD, HSCC, DAH, HLL, OFB, AIIMS, AFH, APMSIDC, TSMSIDC, APSRTC, BHU, CCL, CRPF, DH&FES, etc-
- ❖ Registration in process with NSIC, DGS&D, Railways, Military Hospitals, Command Hospitals, Base Hospitals, big corporate hospitals, etc.



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MICROGEN HYGIENE PVT. LTD.
TENDER MANAGER (JULY 2016 – till date)
Reporting to: EXECUTIVE DIRECTOR
Number of reportees: 4

Achievements:-

- ❖ Conducted successfully online and offline tender bidding with most of the Government / Semi Government / Corporate houses in India and abroad.
- ❖ Successfully conducted promotional activities every year to promote the product amongst the targeted segment.
- ❖ Established tie up with institution like PGI(Chandigarh), TNMSC, GOMP, OSMCL, IPCA, BMSICL, KoPT, PHSC, DHS, CMSD, UPPHSP, KMSCL, GMSCL, MPLUN, SKIMS, JIPMER, DGS&D, MCGM, RMSCL, WBMSCL, AFMSD, HSCC, DAH, HLL, OFB, AIIMS, AFH, APMSIDC, TSMSIDC, APSRTC, BHU, CCL, CRPF, DH&FES, etc
- ❖ Conducted Surgeons / Drs get together to across country, to promote the products.
- ❖ Completed Registration process with NSIC, DGS&D, Railways, Military Hospitals, Command Hospitals, Base Hospitals, big corporate hospitals, etc.
- ❖ Able to generate business from targeted areas to the tune of Rs.15.00 Cr of the total turnover of Rs.25.00 Cr.

TRANSASIA BIO-MEDICALS LTD.
MANAGER – SALES ADMINISTRATION (April 2015 – July 2016)
Reporting to: Sr. Vice President – Sales & Marketing
Number of reportees: 10

Achievements:-

- ❖ Conducted successfully online and offline tender bidding with most of the Government / Semi Government / Corporate houses in India and abroad.
- ❖ Successfully conducted promotional activities every year to promote the product amongst the targeted segment.
- ❖ Established tie up with institution like PGI(Chandigarh), TNMSC, GOMP, OSMCL, IPCA, BMSICL, KoPT, PHSC, DHS, CMSD, UPPHSP, KMSCL, GMSCL, MPLUN, SKIMS, JIPMER, DGS&D, MCGM, RMSCL, WBMSCL, AFMSD, HSCC, DAH, HLL, OFB, AIIMS, AFH, APMSIDC, TSMSIDC, APSRTC, BHU, CCL, CRPF, DH&FES, etc-

VIJAY LATEX PRODUCTS PVT LTD, Mumbai
Zonal Sales Manager (May 2006 – April 2015)
Reporting to: Vice President - Marketing
Number of reportees: 16

Achievements:-

- ❖ Conducted successfully online and offline tender bidding with most of the Government / Semi Government / Corporate houses in India and abroad.
- ❖ Successfully conducted promotional activities every year to promote the product amongst the targeted segment.
- ❖ Did corporate screening activities with groups like, Appolo, PGIMER, TNMSC, GOMP, SDMU, AIIMS, GMCH, IPCA, Emcure, etc
- ❖ Established tie up with institution like PGI(Chandigarh), TNMSC, GOMP, SDMU, IPCA, etc-
- ❖ Conducted Surgeons / Drs get together to across country, to promote the products.
- ❖ Organized 15 Dr CMS's every year thus exceeded target by 20%.
- ❖ Established 37 retail hearing care centre's across country



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PRIMUS GLOVES PVT. LTD., Mumbai
Area Sales Manager, (Nov 1995 to April 2006)
Reported to: General Manager - Sales
Number of reportees: 7

Achievements:-

- ❖ Increased the sale from 3.5 Cr to 16.6 Cr
- ❖ Closed a major deal with the State Govt tender.
- ❖ Achieved a breakthrough in the Defense & Railway establishments.
- ❖ Strengthened market presence by appointing 15 distributors in west zone

EARLY CAREER

- ❖ Stangen Immunodiagnostics (A Div. of Dr. Reddy's Lab.)
Sales officer, (May 1987 to Oct 1995)

CREDENTIALS

- ❖ Bsc. Chemistry, Calcutta University
- ❖ Date of Birth: 31st July 1961
- ❖ Languages Known: English, Hindi and Bengali.

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