

Career Objective

Carrying over 20 years experience in the field of sales, seeking a challenging career. An objective versatile enthusiastic individual Motivated. For challenging situations that require a flexible approach to problem solving. Readily takes responsibility in a commercially demanding environment and acts decisively to ensure set goals are met.

Professional Experience

**AL Tayeb Distribution Sole propertership LLC Dubai Br. (EMKE General Trading)
Division of LULU Group
Sales Executive –Food Division (From Dec 2006 to Dec 2020)**

Place: Sharjah, Ajman, UAQ

Highlights of Qualifications:

Remarkable sales experience in food and beverage industry
Ability to regularly call on existing and potential customers
Ability to manage pricing and monitor credit term compliance
Passion for healthy organic, fair trade and sustainable foods
Solid verbal and written communication skills

Professional Experience:

Ensure achievement of monthly target, Distribution and visibility Targets for all Brands & Categories & avoid any OOS

- Listing of the products as per the agreed plan of the brand and the approved spend budget.
- Develop and implement appropriate Channel & Customer Plans utilizing the support budget to achieve the sales Targets
- Monitor Sales Performance by Brand by Customer through Daily, Weekly & Monthly reports
- Conduct frequent Business review meetings with all customers
- Lead the related negotiations with all customers
- Ensure Shelf Planograms are maintained as per the plans
- To actively monitor competitor activities and suggest / implement appropriate action
- Devote maximum time in the market to understand the dynamics of the Channel
- To provide Sales Forecast in line with Sales Trend and Sales Plan
- To ensure that agreed Customer Service standard / parameters are met
- Effective monitoring Sales & Merchandising Force through well designed route plans
- Constantly provide on job coaching to Sales & Merchandising Force
- Maintain a high level of team motivated & focus
- Ensure customer outstanding do not exceed the agreed credit limits
- Ensure customers' payouts are settled on time
- Agree stock norms for store / shelf for lead brands with Key Accounts

Professional Qualifications:

Educational :-

Bachelor's in physics,
Bharathidasan University (1991)

TECHNICAL:-

- SAP Frond End User
- MS Office
- Net Scape

Additional:-

Driving License:- UAE,INDIA

Personal Skills:-

- Marketing & Communication Skill
- Negotiating
- Demonstrating Proficiency
- Meeting sales goals
- Sell to customer needs
- Ability to handle ample of co-staff
- Handling Pressure

Sales Executive

- Focus on increasing the sales and supervise the sales process by follow up on orders, LPO's and deliveries
- Ensure payment of receivables in a timely from allocated outlets.
- Responsible for products price increasing in chain of hypermarkets as per the instruction from the management.
- Responsible to list new SKU's in the group of hypermarkets and get sample for their committee approval.
- Achieving organizational objective and sales target set by the management.
- Make sure the availability and visibility of our all SKU's in order to avoid out of stock situation in the outlets.
- Providing best service to the customer by giving deliveries on time and response their enquiry at the same time.
- Negotiation and proper allocation of Company funds.
- Provide market feedback to the Sales Manager regarding movement of Sku's.
- Handle and respond to existing products queries from clients quickly, effectively, and accurately.
- Researching and recommending new opportunities and participating in their promotional events by providing products promotion.

Languages Known:-

- Tamil
- English
- Hindi
- Malayalam

Supermarket Manager (Sep 1994 to Feb2005)Hasrat Supermarket Market - Brunei

- Develop business strategies to raise our customers' pool, expand store traffic and optimize profitability
- Meet sales goals by training, motivating, mentoring, and providing feedback to sales staff
- Ensure high levels of customers satisfaction through excellent service
- Complete store administration and ensure compliance with policies and procedures
- Maintain outstanding store condition and visual merchandising standards
- Report on buying trends, customer needs, profits etc
- Propose innovative ideas to increase market share

Personal Data:-

D.O.B : 08thJUNE 1971

Gender :Male

Nationality : Indian

Marital Status: Married

Visa Status : Visit Visa

I hereby declare that the information furnished above is true to the best of my knowledge

Declaration