



GITHIN RAVEENDRANATH

SALES MANAGEMENT / KEY ACCOUNT MANAGEMENT / SALES
FORECASTING & BUDGETING

Location Preference: UAE

Industry Preference: Contracting, Trading and Manufacturing

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Profile Summary

- ▶ A forward-focused professional with **nearly 9 years** of experience; working with **CORYS BUILD CENTRE LLC, Dubai as ACCOUNT MANAGER – OUTDOOR SALES.**
- ▶ Documented ability to elevate brand recognition, company image, customer loyalty and sales.
- ▶ Proactive, consistently identifying areas for improvement and re-aligning strategies and operations to meet organization goals.
- ▶ Sales background includes selling to corporate accounts and interacting with top-level decision-makers.
- ▶ Ability to influence, motivate and lead people - staff, prospects, customers - through effective communication and personal interaction skills.
- ▶ Qualified to present, negotiate and secure contracts with large revenue producing Key Accounts.
- ▶ Proven ability to increase market share, outperform competition, and increase profits.



Education

- ▶ **MBA** from University of Bharathiyar, Tamil Nadu, India in 2011
- ▶ **BBM** from University of Bharathiyar Tamil Nadu, India in 2009



Soft Skills



IT Skills

Proficient in Windows, MS Office (Word, Excel & PowerPoint)



Personal Details

Date of Birth: 24th January 1989

Languages Known: English, Hindi, Malayalam & Tamil

Address: Al Karama, Dubai.

Nationality: Indian

Visa Status: Visit Visa

Driving Licence: UAE Licence Holder

Marital Status: Single



Core Competencies

Key Account Management

Market Identification/Penetration

Strategic & Tactical Sales Planning

Sales forecasting

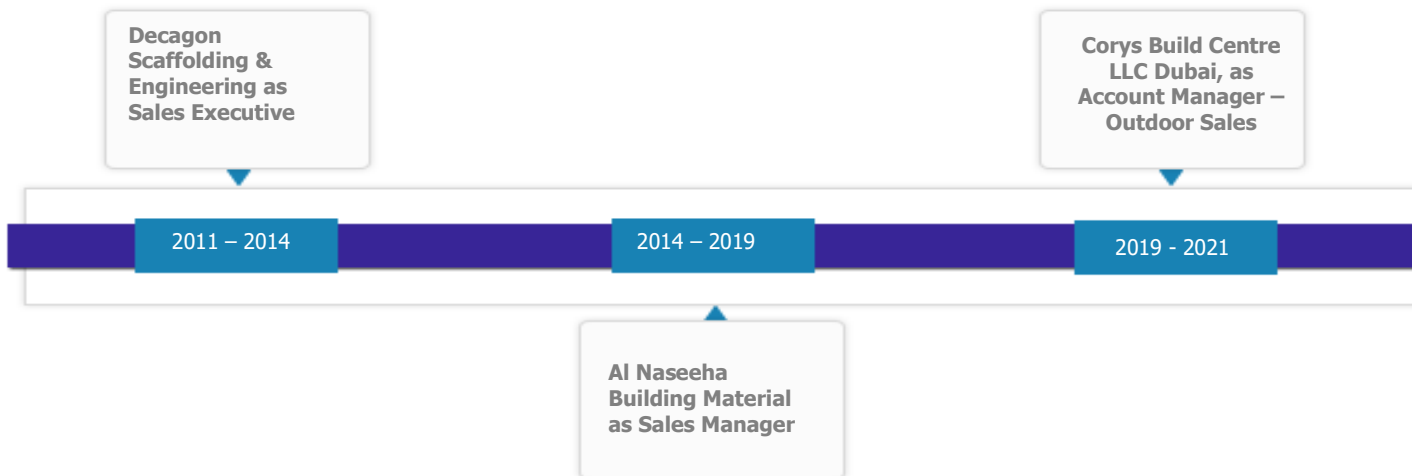
New Product Launches

Market Research and Analysis

Persuasive Communications

Price Negotiations

Timeline



Work Experience

► May' 19 – June' 21 with Corys Build Centre LLC as Account Manager - Outdoor Sales

Key Result Areas:

- Works closely with Line Manager in providing inputs for setting up sales targets based on past trends, current and forecasted business opportunities.
- Generates sales for the assigned portfolio of accounts in line with agreed annual sales targets by exploring opportunities with existing customers as well as identifying new customers.
- Get in touch with potential customers, explains the company profile and capabilities, shows product samples and explains product specifications ensuring that customer has comprehensive information about the company and its products.
- Understand customer needs in terms of prices and technical requirements, relays the information to Category Manager and makes recommendations for meeting the requirements.
- Negotiates with customers on prices and contractual terms; provides feedback to Line Manager.
- Suggests pricing to be offered to customers ensuring that prices are competitive and feasible; justifies recommended prices to Category Manager.
- Works closely with the team for preparing sales related documentation.
- Coordinates with the Supply Chain team to monitor progress on sales orders ensuring committed timelines are met; communicates any delays / changes in schedules to customers; keeps Line Manager updated.
- Provides support in collecting outstanding from customers through regular follow-up.
- Monitors feedback from customer to measure their satisfaction level with company products and services; relays customer worries / complaints to Line Manager for resolution within standard timelines; communicates updates to customers.
- Maintains an awareness of sales and other business developments amongst competitors and passes on relevant information to Category / Line Manager.
- Maintains all required records of sales and other relevant information in client database and updating the report on daily basis for Line Manager monitoring.
- Maintains an awareness of new product developments within the company as well as in the market; keeps Line Manager informed.

Highlights:

- Achieving Monthly Sales Target and consistency in average.
- Cross selling of products and new market identification.
- Payment follow-up and support credit dept to collect outstanding.



Previous Work Experience

► February' 14 – April' 19 with Al Naseeha Building Material LLC as Sales Manager

Key Result Areas:

- Introducing steel & scaffolding products to vast market.
- Generating enquiries from the market.
- Meeting clients include EPC, Civil, MEP Contractors & Traders in UAE region.
- Attending client's technical meeting's with design team.
- Understanding client requirement and offering suitable solution / product as per client requirements.
- Preparing and submitting commercial & technical proposal to clients.
- Conducting follow up meeting and negotiation with Procurement and project manager.
- Securing orders by creating a win – win situation with the clients.
- Planning delivery with production and other operation dept. head's.
- Monitoring and coordinating with dept. head's for timely delivery.
- Assisting clients with technical supports like supervision and certifications when needed.
- Ensure invoice submission and payment collection as per agreed terms.
- Exploring new market and setting strategy for penetration.
- Identifying potential customers and adding them to our client list.
- Reporting to Operation Director on monthly sales target and other achievements.

August' 11 – February' 14 with Decagon Scaffolding & Engineering Dubai as Sales Executive

Key Result Areas:

- Responsible for achieving Revenue Budget set to the Sales Team.
- Team Representative for planning and forecasting the annual sales and business development and generating periodic reports.
- Identify opportunities of further business with current clients, maintained existing customer base and revived dormant accounts.
- Establish contracts and develop relationships with corporate clients like contractors, industries, engineering co. & Govt. & Semi Govt. co.'s in order to secure business
- Coordinate with operation team and site supervisor to meet our deadline.
- Provide team with guidance, sharing competitor's information for the benefit of our sales team to consistently achieve sales & customer satisfaction.
- Assist customers with their questions by conducting meetings / site visit.
- Monitor customer preferences to determine focus of sales efforts.
- Resolve customer complaints regarding sales and service.
- Ensure revenue generation & reconciliation on assigned projects base in contract terms.