



Designation Held

Key Account Executive

Area Sales Supervisor

Sales executive

KEY SKILLS:

- Meeting sales Goal
- Negotiation
- Sell to Customer needs
- Motivation
- Sales planning
- Build Relationship
- Market Knowledge
- Forecasting Sales & production
- Depot & Route openings
- Planning & Execution
- Data analysis
- Working in an international environment

RAMEES. T PALLIYALIL

+919048900042, +971547524420, +96878166450

tp.ramees@gmail.com, Ramees.TP@nfpc.net

CAREER OBJECTIVE:

Seeking a position that will benefit from my Sales experience, positive interaction skills and industry contacts where my 7 -year of experience can improve the results and to use my strong indoor & outdoor sales skills, marketing background and abilities to work well with people

WORK EXPERIENCE

At present : **Modern Trade / Key Account Executive**
2018 -2021
(FMCG) : **National Food Products Company | NFPC Group**
Sohar (Oman)

- Handling Modern Trade Business (Sohar, Oman) reporting to ASM
- Planning monthly Sales & Sketching year plan v/s Budget
- Managing Trade marketing responsibilities
- CDA & BDA negotiation with top MT customers
- Managing & responsible for DSO
- Collaborate with cross functional Department
- Minimizing expiry /Damages through effective control
- Leading a front force of 4 pre sellers /VSM & merchandisers across sohar & Burami
- Visibility Audit and ensuring 100% implementation of BDA
- Experience of developing PJP & Route plan for MT , TT & HORECA
- Responsible for regular analysis and reporting of POS trends and results to goal, as well as create action plan for shortfalls
- Collaborate to achieve One objective & Growth Mindset is the key success
- Responsible for day-to-day activities and operations of Depot



TECHNICALSKILLS

MS office

Computer and digital literacy

Information system

Data management

Communication

Pivot Table

LANGUAGE:

English *****

Hindi *****

Arabic *****

Malayalam *****

Interests / Hobbies

Driving / Travelling

Fishing

Tourism

Cooking

Films

Politics

Swimming

Sports

Social media

Company name : Gulf Catering Co. (Al Munajem)
2015 to 2017 : 2 year (FMCG)
Designation : Area sales Supervisor
Location : Riyadh (KSA)



❖ **Duties & Responsibilities:** -responsible for primary and secondary target achievement of depot. Handle General Trade & Modern Trade all of our range of products. Adept at identifying and developing key clients for business excellence and accomplishment of targets.

- target achievement of the area (volume and wastage/coverage).

- Monthly Sales planning and forecasting, taking into account the shelf life.

- Channel and cost Management.

- Month wise business forecasting, bench marking the previous year, month, week and taking into consideration our seasonality.

- Allocate manpower in different areas depending upon the individual potential

- Mentor, motivate and guide team members ensuring sales - business generation and achieving budgeted figures.

-Training, mentoring, and guiding team members and taking necessary actions.

-Identifies business opportunities by identifying new customers and evaluating their position in the market; and taking decisions.

-Sells products by establishing contact and developing relationships with customers

-Maintains relationships with clients by providing support, information, and guidance; researching and recommending new opportunities; recommending profit and service improvements.

-Identifies product improvements or new products by remaining current on industry trends, market activities, and competitors.



Company name : ITC Ltd
Duration : 2 year
Designation : sales executive and store in charge
Location : Cochin &Chennai (India)



➤ **Date of Birth**

30th may 1989

➤ **Nationality**

India, Kerala

➤ **Current city**

Oman (Sohar)

➤ **Marital Status**

Married

➤ **Passport No**

L4202504

➤ **(Date of Expiry:**

17/09/2023)

➤ **Driving License**

Saudi & India
&OMAN

-Ensure sale targets and store standards.

-To be accountable for all aspects of the store operation delivering brand compliant

-Stores those are visually attractive and easy to shop.

-Responsible for achieving profitable sales results by effectively working in store,

-Be a part of team, and ensuring a high level of customer service.

-Engage with team for daily staff briefings.

-Conduct training sections for team members for developing product knowledge, selling skills and techniques

-Monitor and take action to improve procedures for stock accuracy and profit protection.

-Ensure store presentation and standards are consistent with brand requirements.

-Enhance sales through Identification and analysis of trends as per footfall, -conversion Rates, value, individual sales, etc. for the store.

-Ensure achievement of sales targets which have been set for the store.



Education ...

2010-2012 : **MBA** (HR and Marketing), ANNA University Chennai

2006 -2009: Bachelor of Science (**B.Sc.**) physics, Calicut University

Academic Projects

Organization Study with SURYA group of companies for a duration of 45 days in 2011

Summer Project with ITC LTD ., south region(Bangalore) on: customer satisfaction for a duration of 6 month

Reference

- Mr. Khan Abdul Rashid (NSM , National Food products Oman)
+96891181482 , +96894078782

In view of my work experience hope I am the right person for your position. I would appreciate being invited for a personal interview & I would be happy to provide additional information on my application letter in a personal (RAMEES TP)

