



Profile Info

Enterprising leader accustomed with profound skills in **Corporate & B2B Sales, Heavy Equipment Sales, Marketing , Business Development and Key Account Management**; targeting challenging and diversifying assignments with an eminent organization.



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MOHAMMAD ADIL

Sales Executive



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KEY SKILLS

Sales Lifecycle Management

Key Account Management

Sourcing & Procurement

RFP / RFQ Designing

Contract & Price Negotiation

Business Development

Marketing Strategy & Execution

Consumer & Market Analysis

Customer Relationship Management

Corporate & B2B Sales

Team Building & Leadership

P&L Ownership / ROI Generation



SOFT SKILLS

Analytical Thinking

Communicator and Listener

Collaborative Approach

Team Building & Interpersonal Skills

Flexible & Adaptable

Profile Summary

- A multi-faceted professional with nearly 5 years of experience in creating new business and generating revenue for the business by comprehensively liaising with potential buyers in the market for a diverse range of products.
- Impressive success in emphasizing service features & benefits, quoting prices, discussing credit terms, preparing sales order forms and developing reports.
- Experienced in impacting organization profitability through effective strategic & tactical management decisions; drove sales & business development exposure into the implementation of business strategies, client relationship management and key account management to meet customer objectives
- Drove purchase planning process for the region by developing outsourcing strategies, focusing on identification, evaluation, selection, negotiation, and management of world-class 3PL providers on regional & country basis
- Administered end-to-end customer relationship management and provided first line support by answering queries & resolving issues to facilitate increased patronage and revenue; contributed in increasing market share, sales, footfall/ traffic, gross margin, and customer satisfaction.
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- Proficient in sales projections, budgeting & cost optimization and designing of standardized procedures to bring stability in sales operations & bottom-line profits; strategic leader with competencies in accelerating growth and improving profits
- Strong business insights with skills in abstracting robust plans for business development in different segments for better market penetration as well as driving innovation, scaling up the value chain to create more opportunities and expanding the market size
- Analysed market & consumer behaviour analysis data leading to significant increase in profit margins; improved customer engagement as well through focused market research
- Provided inputs for developing a targeted value proposition for various segments of corporate users & clients support to ensure seamless experience; grew repeat business from existing clients



TECHNICAL SKILLS

Windows
 Outlook
 ERP Systems
 MS Office ((Access, Excel, PowerPoint, Word, One Drive)



PERSONAL DETAILS

DOB. : 4th Oct 1996
 Nationality : Indian
 Martial status : Single
 Visa Status : Visit visa



LANGUAGE

- English
- Arabic
- Hindi
- Malayalam
- Kannada



EDUCATION

2017
Diploma in Mechanical
 P A College of
 Engineering, Mangalore



Work Experience :

**Nov'18 – Dec 22 with Expertise Contracting Co, Al Jubail, Saudi Arabia.
 As Sales Executive for heavy equipment rental**

Key Result Areas :

- Generating new leads and opportunities to maximize revenue
- Developing client contracts and negotiating on positive & profitable terms to aide target revenue attainment; coordinating with Purchasing Teams w.r.t. the same
- Managing accounts and meeting / exceeding targets relating to revenue growth, profit margin, mix of products & services sales, customer retention and customer acquisition
- Conceptualizing competitive business development strategies to develop market share for achievement of revenue & profitability targets and making the business viable for partners by ensuring healthy ROI
- Conducting extensive business research & analysis to understand competitor activities, business expansion opportunities, customers, gaps, market trends and industry developments & standards
- Planning & effectuating go-to-market strategy of introducing products to win mutually beneficial deal; pioneering business development to enhance revenues by identifying market opportunities
- Ensuring the successful accomplishment of pre-set business targets in face of growing competition; identifying the prospective clients, generating business from new accounts and developing them to achieve profitability
- Meeting business needs in a fast paced, expanding business environment; managing a wide spectrum of functions encompassing Sourcing/ Procurement/ Purchasing, Contract Negotiation & Management and Cost & Resource Optimization
- Compiling bid packages and issued Request for Quotation (RFQ);receiving bids and preparing commercial bid summary to arrive at a purchasing strategy
- Handling stock verification, vendor performance & price variance, new vendor development, price negotiation with vendor, PO release, material delivery, payment and so on

Highlights:

- Proactively brought in new business accounts and grew existing sales territories to maximize profits
- Successfully built new focused clients like ARAMCO & SABIC networks, augmented business opportunities and increasing revenue prospects

Sep'17-Oct'18 with TATA Motors, Udupi, India as Sales Executive

Highlights:

- Fostered positive relationships with customers to enhance loyalty and retention levels
- Collaborated with the management to review & approve profitable contract termsfor each customer
- Analysed industry and competitor trends to support effective decision-making and drive enriched sales strategies.
- Delivered professional sales presentations and creatively communicated product quality & market comparisons to prospective clients