Curriculum Vitae

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Profile Qualified and enthusiastic professional with 16 years of Field Sales experience and Business development. Thorough knowledge of FMCG and Dairy products. Well accustomed with the competitor analysis and market surveys. Well aware of the customers’ demands and at the same time make the best decision to benefit both parties, keeping in mind the objectives of the business house.

Personality A dedicated team player having practical experience in field sales and merchandising supervision. Who can also add professionalism with productive ideas, enthusiastic and out of the box thought. Always loyal to work with professional attitude and find pride in the assigned job.

Career Progression

Van sales Representative:

Worked with NFPC (National Food Products Co.) Shj. Since Nov 1997 until March 2007 as **Sales Representative.** This being my first step into sales I had the opportunity to learn and work with Chilled as well as Dairy products.

**Active role in the sale of Oasis water** (pet bottles) in van sales during the introduction of pet bottles in the Dubai markets for the lower trade in the year 1999.

Sales Supervisor: - worked with PepsiCo (Saudi Snacks Food Ltd) UAE.Since Aug 2007 until May 2014 as **Sales Supervisor**. Sound knowledge of **Dubai, Sharjah, Ajman, AUH, AIN & Northern Emirates Markets**.

Key Responsibilities:-

* + - * + Achieve quantitative and qualitative targets assigned.
        + Fulfilling the demands of the customers as per the requirements and also identify their future needs.
        + Optimize the sales capability by identifying the potential customers ‘bottle necks’ and provide inputs for their improvement.
        + Develop a rapport with the new customers and maintain the same with the existing customers to enhance the business.
        + Negotiate with the customers on space, promotions, price increase &new listings.
        + Monitor the availability of stocks at the company warehouse.
        + Ensure Proper availability of stocks at all times in all the outlets.
        + Manage the expiry & the stock rotation in the market.
        + Oversee the merchandising activities to ensure the proper implementation of agency wise planograms and POS and expiry monitoring.
        + Maintain all the reports to ensure proper records are maintained.
        + Ensure the statement of accounts is generated and the collections and payments are done on time.
        + Assist Finance in reconciliation of display rentals, A&P bookings, GRV’s & credit notes as and when required.

Academics: B.Com (Bachelor of commerce).

V.H.S.E (Vocational Higher Secondary Examination).

S.S.L.C (Secondary school Leaving Certificate).

Strengths:

* + - * Good knowledge of all the Emirates of UAE.
      * 17 years of field sales experience handling Fmcg & Frozen products.
      * Ability to work under immense pressure.
      * Excellent communication skill in both oral and written.
      * Fluent in English, Hindi, Malayalam, Urdu&Arabic.
      * Knowledge of computers and use of PDA’s.
      * Holder of the highest achiever **Golden Award Winner** Certificate issued by **PepsiCo (SSFL)** Middle East 2009.

Personal Details:

Date of Birth - 16th April 1976

Marital Status - Married

Nationality - Indian