***Curriculum Vitae***

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***Shemeer***

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***Summary***

*Successful, profit-driven management professional qualified by more than 11 years work experience in FMCG Territory Sales Development and Customer Service. Team player with a proven track record of superior performance in sales productivity, account penetration, development and retention, and customer relationship management. Effective communicator with exceptional relationship management skills with ability to relate to people at any level of business.*

***Objective:***

*Seeking a position to utilize my skills and abilities in the industry with respect to vacancies related to Sales and Marketing, Customer Service, in a reputed organization that offers professional growth and continuous education.*

##### ***Professional Experience:***

*Gulf International Trading LLC, U.A.E – Johnson & Johnson Dubai, UAE*

*Position: Sales Representative. 2012 to 2014*

***Sales Representative***

* *Achieves maximum sales profitability, growth and account penetration within the market segment by effectively selling the company products.*
* *Promotes/sells/secures orders from existing and prospective customers through a relationship-based approach.*
* *Demonstrates products and services to existing/potential customers and assists them in selecting those best suited to their needs.*
* *Reports to the Sales Manager.*

*Duties & Responsibilities:*

* *Establishes, develops and maintains business relationships with current customers and prospective customers to generate new business for the organization’s products.*
* *Makes telephone calls and in-person visits and presentations to existing and prospective customers.*
* *Develops clear and effective written proposals/quotations for current and prospective customers.*
* *Expedites the resolution of customer problems and complaints.*
* *Coordinates sales effort with marketing, sales management, accounting, logistics and technical service groups.*
* *Supplies management with oral and written reports on customer needs, problems, interests, competitive activities, and potential for new products and services.*
* *Participates in trade shows and conventions.*
* *Gather market information (products, prices, prospects, competition, etc.)*
* *Contact potential customers (initial contact, presentation of products, etc.)*
* *Gather and follow-up customers’ orders.*
* *Follow-up customers’ accounts balance.*
* *Establish periodic sales reports, suggest recommendation for sales improvement.*
* *Collaborate in the organization of communication and promotion campaigns.*
* *Follow-up the implementation of communication and promotion campaigns.*

***Van Sales Representative (2006-2012).***

*Gulf International Trading LLC, U.A.E – Johnson & Johnson Dubai, UAE*

*The primary objective is to deliver sales fundamentals of distribution, merchandising, shelving and pricing at the market place for the assigned territory outlets; thus achieving his section monthly volume & value set targets.  
  
Duties & Responsibilities:*

* *Achieving sales target.*
* *Maintains sufficient stock in the van in order to fill requirements of customers*
* *Promoting sales through regular visit to customer and retail merchandising.*
* *Accountable for stocks in the van.*
* *Ensuring the availability of the product at all retail point.*
* *Ensure stocks are properly merchandised.*
* *Monitors stock loss and damages.*
* *Ensure planned visits to customers.*
* *Tracking and monitoring competitor’s products and activity.*
* *Maintaining good relations with the customers.*
* *Increasing and maintaining the existing customer base in the market.*
* *Making daily sales and activity report.*
* *Cash sales collection and on time submission.*
* *Ensure sales route is followed diligently.*
* *Maintain vehicle in proper condition.*

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***Merchandiser (2004-2005).***

*Gulf International Trading LLC, U.A.E – Johnson & Johnson Dubai, UAE.*

*Duties & Responsibilities:*

* *Determines call schedule by reviewing priorities with supervisor; discussing special instructions, product promotions, new products, and price changes.*
* *Produces supermarket sales by providing point-of-purchase and shelf management services.*
* *Maintains customer relationships by visiting with store managers, department managers, and employees; answering their questions; responding to special requests; describing product features.*
* *Maintains store shelves by observing displays of company products; removing damaged or freshness-dated products; tidying store shelves; providing optimum display of products.*
* *Maintains inventory by restocking shelves with product from inventory; observing inventory levels; prompting store management to reorder when levels appear low; arranging for return and credit for damaged products.*
* *Completes call report by observing display and pricing of competitors' products.*
* *Helps field sales representatives with special promotions by setting-up displays at aisle ends; checking daily on special promotions; observing customer reaction to special promotions; forwarding observations to management; removing promotions at end of special promotion period.*
* *Provides information by reporting growth, expansion, or closing of supermarkets in assigned territory.*
* *Maintains quality results by following and enforcing standards.*
* *Updates job knowledge by participating in educational opportunities; reading professional publications; maintaining personal networks; participating in professional organizations.*
* *Enhances merchandising and organization reputation by accepting ownership for accomplishing new and different requests; exploring opportunities to add value to job accomplishments.*

***Key Skills***

*Influencing Skills, Relationship Building Skills, Selling Skills, Negotiation Skills, Reporting Skills,*

*Good team working skills, Communication skills, Interpersonal skills, Analytical skills, Numerical skills, IT skills, Decision making skills, Organizational skills, Business sense and negotiation skills*

*Good written and spoken communication skills.*

###### *Education:*

*Pre-Degree from Calicut University Kerala, India.*

###### *Personal Details:*

*Date of Birth : 10-5-1979*

*Sex : Male*

*Marital Status : Married*

*Nationality : Indian*

*Languages : English, Hindi, Malayalam & Tamil*

*Driving License: UAE & Indian Light Vehicle.*