**Mahaboob**

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**Area Sales / Business Development Manager**

***Seeking a challenging position in Sales/marketing management, that will effectively utilize acquired expertise, creative talents, and commitment to excellence. Desire a position with career growth potential.***

* Area sales Manager with 15**+years**’ experience in Sales and Marketing, administration, motivating sales staff, planning and implementing sales strategies, in escalating the sales revenues.
* Outstanding communication skills which effectively were useful in developing interpersonal relationships in the total organization.
* Verifiable leadership and organizational capabilities facilitating the zeal to take up new projects and carved a niche in leading them towards success.
* Keen observer, go getter and troubleshooting by implementing new ideas, concepts and methods case to case.
* Additional areas of expertise include
* Contract Negotiations ● Market & Competitive Analysis. ●Pricing & Proposals
* Appointing New Dealers ● Customer Acquisition Strategies ● Creating business prospects

**Career Summary**

* **Abdul Rahman Baksh Trading & contracting**

**Business Development Manager, (June 2015 – Present ).**

* **Saudi Rockwool Factory - Riyadh, Saudi Arabia.**

**Territory Sales Manager – Western Areas( June - 2004 – May 2015**)

* **Mariam Trading Co &Partners - Jeddah, Saudi Arabia.**

**Marketing Executive,(May - 2002 - May - 2004).**

**Key Projects Handled in western Area (Power, Oil, and Gas)**

1. **ShoaibaI, II& III power Plant IWPP and desalination plant, Petro Rabigh Phase I & II IWSPP, Power Plant2, Process and Non Process Buildings, Shuqaiq, PP 9 – 13, Yanbu Power Plant, Desalination and Refinery Expansion, Marafiq, Yanpet, Yanbu SWCC-III, Cement Factories ( Jeddah, Rabigh,Yanbu,Taif,Khamismushaiyath)**

**Major Contractors :** - (Alstom, Gama, Saudi Willich, Insultec, Ineco, Daelim, Azmeel, Ansaldo, MHI, IssamKabbahi, Sinopec, [TécnicasReunidas](http://www.tecnicasreunidas.es/), Somac, binzagar,Rb Hilton, Bemco, Hidada, SSEM, Doosan, Sepco-3, Samsung, Baytur, Non Process Buildings, TCC , Sinopec, JGC, , Kaefer, Doosan, FSN, Binzagar, Al Mojil , Worley Parsons, Sinoma,Techicas Etc..)

**Work Highlights**

* Enhanced Sales from SAR 4.0 million per year to SAR 25.0million per Year (During the period 2004 –2015).
* Successfully grabbed new market by expanding the product line into H.V.A.C projects.
* Forayed into **a** complete novice territory, transcending all sales goals, despite local manufacturer challenges.
* Succeeded in building and maintaining a relationship with key corporate decision makers, thus establishing the large volume of sales.
* Honored with an Achievement award which is referred as the company’s most prestigious award by generating excess of new accounts company wide
* Worked in close quarters in conjunction with reputed global contractors in the sectors of refinery, power, and saline water based projects.
* Originated new business through **creative**/innovative marketing plans and enacted the same.

**Work Experience**

* **Abdul Rahman Baksh Trading & Contracting – Jeddah.**

**Business Development Manager**

**Duration :** 2015 – Present.

**Location**: Western Area - Jeddah.

**Responsibilities:**

Responsible for developing and maintaining commercially productive relationships with both new and old clients. Also in charge of identifying every sales lead and of making the most out of every opportunity to increase revenue and profitability.

**Duties:**

* Promote the company brand to key buyers, ensuring their knowledge is current & appropriate.
* Conducting professional presentations of new proposals.
* Submitting the material for approvals and attending Consultant and Contractors.
* Generating new business both in face to face meetings and over the phone.
* Writing up concise, value-based sales proposals.
* Replying to all customer inquiries in a timely and accurate manner.
* Writing up sales reports, activity reports, and revenue forecasts.
* Completing all documentation and administrative records, fully and accurately.
* Developing and maintaining a database of all contacts.
* **Saudi Rockwool Factory – Riyadh.**

For nearly Twenty Three years, Saudi Rockwool Factory retained as the nation’s largest

manufacturer in the Middle East with having three production lines of Rockwool Products.

* **Territory Sales Manager.**

**Duration:**2004 – May 2015.

**Location**: Western Area - Jeddah.

**Responsibilities:**

* Product Marketing& Sale.
* Establishing, maintaining and enhancing customer base
* Successfully meeting the given targets and goals set for the allocated jurisdiction
* Ensure maximum output from the existing channel partners guiding and motivating them in achieving their target
* working in close quarters with the sales team educating with better schemes and strategies to meet the business objectives in the given jurisdiction, simultaneously supporting them in writing proposals/ quotations for industrial inquiries.
* Appointing New Dealers.
* Evaluating the performance of channel partners regularly, by dropping/identifying wherever necessary and develop new channel partners to ensure the sales growth.
* Setting individual sales targets for representatives and team Monitoring team's performance and motivating them to reach targets
* Reporting directly to the Deputy General Manager Marketing and Sales.
* The product is available and approved in all sectors of gas and oil industries. Engaged completely in commercial negotiations in concluding the project orders.Improving the market share in the area assigned.
* Developing, implementing sales plans and select most appropriate sales strategies.
* Regular follow – up of international RFQ’s
* Prepare sales strategy and proposals.
* Review sales performance and compiles regular.
* Keeping abreast of competition, competitive issues, products, and Trends.
* Attend site meetings with the project management team.
* Perform visits of potential customers for follow-up.
* Performing market research to achieve sales target set by management.
* Credit control management and adherence to the credit limits assigned to the customers.
* Manage Key accounts of Major contractors (ECP), who have a potential contribution in the sales volume and market share.
* Building sales culture and sale centric atmosphere among the team members
* Represented on behalf of the firm at major-5 exhibitions held in Saudi Arabia.

**Achievements:**

* In the year 2004 – 2007 - 13 % growth in sales (Market share 20% to 22.60%).
* In the year 2008 - 2011 – 70 % growth in sales (Market share 22.60% to 39%).
* In the year 2012- 2014 – 20 % growth in sales (Market share 39% to 47%).
* **Mariam Trading Co and Partners – Jeddah.**

For over 20 years Mariam Trading Co and Partners are in H.V.A.C trading and one of the

Leading traders in H.V.A.C accessories.

* **Marketing Executive**

**Duration:**2002 – 2004.

**Location**: Western Area.

**Responsibilities :**

* Product Marketing.
* Submitting the proposal for commercial projects and follow – up for getting approvals.
* Responding to the request for quotations.
* Regular Follow-up with the Clients.
* Preparing sales strategies and proposals.
* Liaise with the market and clients.
* Meeting Traders and Contracting Clients.
* Educating the traders to penetrate through new products in the market
* Prospecting, Contacting, and secure new Clients.
* Analyzing the Product Lifecycle.

**Attended Training**

* Extensive professional training in the areas of Management Operations, Sales, communication, relationship building, and leadership.

**Achievements**

**“Honored as Best Sales Manager of the Year” in 2008**

**Education**

**Master of Business Administration - Concentrating in Marketing ♦June - 1996**

The college of Management Studies – K.I.T.S – Nagpur.

**Bachelor of Commerce ♦ June - 1994**

Kakatiya University, Warangal – India.

**Post-Graduation Diploma in Computer Applications**

National Institute of Computer Education.

**Technical Skills**

**Skilled with MAC OS, Windows XP and NT Server and MS Office,**

**Data Base Operating Oracle, Application VB6**

**Personal Particulars**

Date of Birth: 25th October 1970

Holding: Saudi Driving License.

Languages Known: English, Arabic, and Urdu.