. Siddiqui

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# Attention: **- HR Manager,**

# For the Post: **Senior Sales Executive/ Supervisor. F.M.C.G**

# **SALES MANAGER**

Dear Sir/Madam

This is to express my keen interest in exploring employment opportunities with your organization. I am employed as a Sales Manager with M/s ALTUNKAYA TRADING L.L.C DUBAI. And is established well in the U.A.E market as well as OMAN MARKET

I have gain valuable experience in F.M.C.G field and I believe my all-rounds hands on experience I can take-up any challenging position which not only require total commitment but also initiative and result oriented dynamism I have been able to get along well with my sales team and superiors of the company. I am confident that I will perform to the best of my ability if given the opportunity to fully apply my skills.

Attached here with are my curriculum vitae for your perusal and action.

Thanking you.

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# **Siddiqui**

**Experience Summary**

1- Meet and/or exceed monthly, quarterly, and yearly team sales targets.  
2. Select, manage, and develop high performing sales representatives.  
3. Develop and implement high caliber individual sales and career development plans for all team members.  
4. Monitor, analyze and take accountability for performance affecting improvements in sales/revenue growth, sales productivity, sales quality and optimization of customer satisfaction.  
5. Provide sales training and on-going mentoring to staff.  
6. Effectively coach and develop a high performing team of sales representatives.  
7. Manage responsibility for each member of the team to exceed goals in all sales targets  
8. Teach best practices and drive enrollments.  
9. Provide sales training and on-going mentoring to staff both real time and through monitoring phone calls  
10. Meet regularly with area Sales Manager and provide detailed reporting on the overall performance of the team. Make recovery plans when needed.  
11. Work individually with Sales Reps to educate them on the Customer-Focused Selling model.  
12. Outline and deliver performance improvement plans and year end performance reviews to Sales Reps  
13. Monitor and track adherence to productivity, attendance, daily expectations and provide feedback  
14. Review daily reports to diagnose excellence and areas of improvement that affect individual and team performance.  
15-Monitoring credit sales and collecting money whenever due.  
16-handle personal issues and problems.  
17-Achieving best customer satisfaction with a lowest cost possible.  
18. Work in the field with the sales team (ride with staff on presentations)  
19-Ensure all contract and paper work are completed and returned on a timely manner.

**Academic Qualifications:**

Bachelor of commerce from University of Gulbarga, Raichur.

## Basis Computer Knowledge.

Sales Manager

From 2005- still working as Sales Manager for Altunkaya Trading L.L.C. Dubai distribution have (F.M.C.G.) Products like Tea products, Coffee, Kernal Basmati Rice, Instant Juices, Tomato Paste, Diapers.

**Job Description :**

* Manage all key Accounts related activity for an FMCG Distribution Co surveying through Dubai & Sharjah.
* Analyze and Assess market strengths and activities to capitalize on business growth opportunities when they arrive.
* Train sales and merchandising teams to improve customer service.
* Define and execute retail marketing programs that increase consumer awareness consideration trial and loyalty; analyze results and provide recommendations related to continuation/enhancement or termination.
* Respond to sales staff request related to product positioning competitive information, product performance etc.
* Collaborate with the brand teams to define brand strategy, priorities, positioning pricing and distribution with in the retails channel.
* Lead product launches within the retail channels.
* Develop business cases to demonstrate commercial viability of marketing programs.
* All category management activities.

**Other Areas :**

* Identity and evaluate new business opportunities.
* Select and manage external promotion agencies.
* Participate in sales meetings, training, industry conferences and trade show.

**From 2004 – 2005 Barth Trading Company (L.C.C) Dubai**

Sales Supervisor

* Responsible for opening new accounts.
* Handled all hypermarkets across Dubai and sharjah

i) Carre Four hyper market ii) Lulu hyper market iii) Dubai union cops and Sharjah cops iv) United hyper market v) Lamcy plaza vi) Al-maya groups vii) Kadoli super markets viii) Talal super market ix) Family super markets x) Al-medina Super markets xi) Shafeer Group.

* + Accompanied salesmen for route inspection thrice a week.
  + Effectively communicating with the sales team.
  + Sorting out differences between salesman and customer.
  + Providing action plans for achieving monthly targets.
  + Follow up with salesmen for merchandising all products of the company.
  + Distribution follows up on time.

**From 2002 to 2004 COCA COLA Dubai (AL Ahila Gulf Line)**  Pre-Seller

Worked as sales executive in development of sales & marketing. Handling promotion of our products through all retail outlets and Major hyper markets.

#### Sales

* Executed customer orders.
* Achieved Sales target on monthly basis
* Organized Meeting with retailers and Major distributors.
* Reviewed competitor’s activities and done product research and survey.
* Implemented product launching and promotion.
* Arranged floor displays in hypermarkets.
* Frequently followed Payment collections and monitored Credit management.
* Getting necessary Customer sanctions / product offer etc. from management.

### Stock Management

* Monitored stock position and movement of all products
* Analyzed and prioritized slow moving products database from different categories.
* Taking monthly orders from all stockists and send to super stockist.
* Bulk orders were executed in liaison with managers.

**1996 to 2002 Oman Refreshment Company (PEPSI) Muscat Oman**

**Sales Supervisor**

* Meeting customers on door to door basis
* Merchandising
* Explained the customers about the product and its quality and convinced them to buy the product.
* Effectively channeled Sales and delivery of the products and ensured collection of payment.
* Placing coolers on eyesight position and assisting regularly to maintain proper refrigeration.
* Checking each product from all brands placed in freezers at backroom.
* Hunting for eye sight position for P.O.P and sign Boards.
* Rotating stock to avoid the expiry of product.
* Responsible to maintain credit limits and followed up collection receivables from over limit customers.
* Always achieved monthly targets.
* Keeping in mind Slogan “ IF PRODUCT IS COLD IT IS SOLD”

**From 1995 to 1996** **Abdel Hadi Abdullah Al Qahtani and Son’s Limited**

Salesman

**From 1993 to 1995** **Ventakteshwara Agencies (India) (Pepsi foods India)**

Sales executive

**From 1992 to 1993 Sri Krishna Bottlers (Vijaywada-India)**

Sales Executive

**Achievements** : Honored with the Best Salesman Award from

Pepsi cola International across Gulf region.

1. 1998 Gulf sales competition (among

2500 salesman ).

1. Sales execution -Muscat
2. Sales execution -ABHA
3. sales seminar in Dubai

**Hobbies** : Reading and watching television.

**Driving License** : Holding a valid U.A.E Driving License

Holding a valid OMAN driving License

Holding a invalid Saudi Driving License

**Languages Known** : English, Arabic, Hindi, Malayam, Urdu

## Personal details

Date of Birth : 06-11-1967

Nationality : Indian

Gender : male