

**SAHUL**

**Sahul.366133@2freemail.com**

**SENIOR SALES EXECUTIVE**

**PERSONAL PROFILE**

* More than 14 years of Professional Experience in retail sales. Specialization in **DIAMONDS**, **PRECIOUS STONES, ARABIC PERFUMES AND LEATHER GOODS.**
* Rated as A+ by **GOLD PALACE, MANGLORE** in reaching the targets and maintaining stocks and debtors within the permissible limits.
* Achieved record sales during the period of recession and maintained sales and collection targets of the company.
* Aimed and contributed to the best to make the regional office into an independent profit center.
* Contributed in making regional office into an independent profit center by opting a rationalized customer group base with high contributed material groups and product lines (product-wise contribution analysis).
* Configuration of Sales supports activities and Interstate stock transport orders.

**PROFESSIONAL EXPERIENCE**

* **Name of company : GOLD PALACE JEWELLERY, MANGALORE, INDIA**
* Branch : Ashwini Nagar, Kasaragod, Kerala.
* Position : Senior Sales Executive.
* Duration : 7Th September 2014 to 31st December 2016. (2 years)
* **Name of company : LEATHERFIELD.LLC, DUBAI**
* Branch : Oasis Center Mall, Sh.Zayed Road.
* Position : Shop Manager
* Duration : 20th May 2012 to 20th May 2014 (2 years).
* **Name of company : AL RASASI PERFUMES, DUBAI**
* Branch : Dubai Festival City, Arabian Center, Mirdif City Center.
* Position : Sales Executive
* Duration : 12th February 2008 to 31st March 2012 (4 years).
* **Name of company: OPERA SHOES, DUBAI**
* Branch : Mall of the Emirates
* Position : Sales Man
* Duration : 17th June to 30th December 2007 (6 months)
* **Name of company: GOLD PALACE JEWELLERY, MANGALORE, INDIA**
* Branch : Aysha Towers, Mangalore.
* Position : Sales Supervisor
* Duration : 02nd February 2002 to 14th June 2007. (5 years & 6 months.

**DUTIES AND RESPONSIBILITIES**

* Comprehensive knowledge of the methods and techniques of sales and marketing.
* Extensive knowledge of DIAMONDS, GOLD, PLATINUM and GEMSTONES.
* In-depth knowledge of DAHN AL OUD and OUD INCENSE.
* Verifying the sales of each day to increase the sales.
* Ensure the customer satisfaction, and go through new ideas to keep the sales on mark.
* Confirming the received items numbers, weight and condition.
* Stock taking at regular interval given by company.
* Plan and direct staffing, training, and performance evaluations to develop and control sales and service programs.
* Visit franchised dealers to stimulate interest in establishment or expansion of leasing programs. Ensure the customers are attended well and taken care properly to enjoy the shopping.
* Set up and arrange display to attract attention of prospective customers.
* Suggest product improvements to the management.
* Answer telephone and written requests from customers for information about products.
* Marketing of LEATHER GOODS AND LUXURY PRODUCTS with induct knowledge of markets.
* As a Manager with complete responsibility of zonal operations in LEATHERFIELD LLC division marketing - Lead a team of management, accounts, sales, administration.
* Contributed in making regional office into an independent profit center by opting a rationalized customer group base with high contributed material groups and product lines (product-wise contribution analysis)
* Reduced bad debts (from 60 days to 30 days) by strict implementation of clear-cut pricing policies/discount structures/credit policies/exposure limits/risk management guide lines with optimized stock levels (through aging analysis-from 60 days to 15 days sale stock).
* Quality Control and assurance (TSD – in handling customer complaints), Accounts (billing), dispatch department (warehouse and stockyard maintenance) and conversion vendors.
* Key participation -in formulating different pricing conditions, agreements, -in forecasting trends, -in offering different combinations of price and responsiveness to different customers.

**EDUCATIONAL QUALIFICATION**

* Pre-University degree (PUC) in SCIENCE (Pre-Medical and Engineering) Completed from Mangalore University, Karnataka, India, in the year of 2000/2001.
* SSLC Passed from Karnataka Examination Board in 1998/1999.
* Diploma in Computer Application, M/s Office (Word, Excel, Power Point, tally 6.1), Internet & E-mail in 2001/2002

 **LANGUAGE SKILL**

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* FLUENT LEVEL : Professional English, Arabic, Hindi, Kannada and Malayalam.
* TO READ and WRITE : Arabic, English, Hindi, Kannada and Malayalam.

 **TECHNICAL SKILL**

* INDO-SOFT JEWEL software operating for jewellery.
* NEPTON’s retail software operating, including barcoding.
* Technically qualified and effective manager, having talent for quickly grasping the focus areas of business – market or client, in identifying client’s exact needs and proposing best solutions and motivating the team with a sense of purpose or objective.
* ERP - Functional consultant, having more than two years of working experience in Tally.
* Gold Quality Check machine operating.

 **INTERPERSONAL SKILLS**

* 14 years of retail sales field experience with 7 years in Dubai.
* Great command and fluency in language.
* Good communication skills, self-motivated, and result-oriented.
* Energetic & enthusiastic individual with a high level of commitment towards work.
* Able to work as a part of a team and to communicate effectively with colleagues and management.
* Confident to handle any situation arising in the course of employment.
* Good communication skills, self-motivated, and result-oriented.
* Developed great soft skills through formal training and past experience.

 **EXTRA CURRICULUM**

* 1ST Prize Winner for QURAN RECITATION @AL-MANAR Centre for Quran Studies, AL QUOZ, UAE IN 2010
* Distinction Certificate in PUBLIC EXAMINATION ON QURANIC STUDIES held by MSM Kerala, INDIA IN 2016.

 **PERSONAL DETAILS**

* Date of Birth : 02nd May 1983
* Religion : Muslim
* Marital status : Married
* Place of Issue : India
* Visa Status : Visit Visa
* Visa expiry : 15/06/2017

**DECLERATION**

I hereby declare that the above information furnished by me is true and correct to the best of my knowledge.

**Yours sincerely,**

SAHUL