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| **Ronald**  ***Sales Coordinator / Customer Service Professional***  **E-mail:** [Ronald.382223@2freemail.com](mailto:Ronald.382223@2freemail.com) | C:\Users\Home\Desktop\Untitled.jpg |

**PROFILE SYNOPSIS**

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Dynamic, Result-driven and Gulf experience professional equipped with 18+ years of delivering key significant contributions towards companies’ continued business growth and track record of delivering top quality performance. Manifest broad experience in managing the whole gamut related to Sales & Marketing, Sales Operation, Business Development, Customer Service, Back Office Support and Client Relations. Track record of exceeding sales objectives, delivering results under stiff competition, and providing ongoing service leading to add on sales and long term customer loyalty. Exercised functional supervision over staff, managed effectively stressful work environment, maintain high value restore client relations. Consistently demonstrated flair in understanding client needs, knack in applying basic concepts, practices and procedures of handling client’s complaints while meeting high quality standards for services, and zest in delivering customer satisfaction; Possesses sound knowledge of methods for showing, promoting and selling products or services including marketing strategy and tactics, sales techniques and sales control systems; Aspiring to contribute and work actively in any business commercial where knowledge and experience will have a valuable impact.

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| **Strengths & Skills** | |
| * Gained 18+ years experience within diversified industry * Strategic Planning and Business Development Skills * Outstanding Orientation in Resolving Complaints * Strong Organization/Analytical & Problem-solving skills * Outstanding Team Spirit & Leadership Capabilities | * Expertise in Sales Operation & Customer Service skills * Skilled in Planning, Organizing and Time management * Capability to build rapport relationship with customers * Tracking Budget Expenses/Vendor-Client Relationship * Goal Driven – Dynamic – Vibrant Personality |

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| **CAREER SNAPSHOT** |

**Team Leader/Operations/Retail & Sales –** *Toonz, Saudi Arabia* **Apr 2016 – Apr 2018**

**Restaurant Owner –** *Paradise Veg, Virar, East, Mumbai, India* **Dec 2014 – Dec 2015**

**Senior Marketing Executive –** *Consumer Durable, Apar Industries Ltd., Unit-Uniflex Cables* **Apr 2014 – Sep 2014**

**Senior Executive/Marketing Planning –** *Consumer Durable, Anchor Electricals Pvt. Ltd.* **Jun 2004 – Mar 2014**

**Junior Officer –** *Darmilla Fashions Ltd. & Gurlz Magazine, India* **Jan 2002 – May 2004**

*Export Garments & Magazine Company*

**Data Base cum Telephone Operator –** *HP Gas Agency, Dahisar West, India* **Jul 2000 – Dec 2000**

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| **AREAS OF EXPERTISE** |

**Customer Service**

* Lead, plan, train, and review the work of staff responsible for providing customer service functions and services; participate in performing the most complex work of the unit.
* Act as the first point of contact for customers while projecting a professional image at all times. Highly proficient in providing first-class customer experience resulting in satisfaction, loyalty, and retention.
* Verify the work of assigned employees for accuracy, proper work methods, techniques, and compliance with applicable standards and specifications.
* Perform the full range of customer service duties, provide customer service and assistance to the public, and answer telephone calls, screen, and direct calls.
* Respond to client inquiries and problems, providing necessary information and assistance; apply basic concepts, practices, and procedures for handling client’s complaints while meeting quality standards for customer services.
* Refer unresolved customer grievances to designated departments for further investigation. Keep records of customer interaction, details of inquiries, complaints, issues, comments and actions were taken.
* Obtain and examine all information to assess the validity of complaints and determine causes. Deal with multicultural clientele; resolve complaints-queries by effective problem-solving.
* Continually develop an understanding of the company’s culture, products, ethical initiatives, other areas of business and reflect the same in everyday performance.
* Contribute to the development of the organization’s goodwill/ reputation by presenting a professional image at all times.

**Sales Coordinator**

* Manage all the sales related activity of the company. Assist in implementing the sales strategy as set by the Sales manager, including strategies for encouraging repeat business and up-selling.
* Handle a high volume of customer inquiries whilst providing a high quality of service to each caller.
* Prepare monthly sales reports and submit to the Senior Level Management. Coordinate with sales team members to achieve the monthly target.
* Effectively handled the inquiries from existing and new clients and provides details about the products offered by them over the phone or via e-mails.
* Knowledgeable about the company's products, the situation in the market, and demand for the products.
* Work closely with the Risk Department to decrease risks and improve the company's prospects.
* Maintain a database of sales target achieved, but also plan strategies for sale enhancement with the help of top marketing professionals.
* Attend product promotional events to develop new contacts and get more clients for their company.

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| **PROVEN JOB ROLE** |

**Team Leader/Operations/Retail & Sales –** *Toonz, Saudi Arabia*

* Responsible for the entire Store Operations & Merchandising. Provide sales analysis on the weekly and monthly basis. Manage the warehouse activities as well as back office support.
* Developed sales strategies to reach new customers and also grab the attention of already existing ones to boost sales in the department.
* Mediated between the sales team and management to address complaints and dissatisfaction from both parties.
* Supervised sales associates and handle change requests from customers, ensure that goods are in good condition.
* Stay abreast with sales items and procedures in the department in order to provide accurate information to clients that can enhance sales transactions. Train members of the sales team in order to make them better sales associates.
* Instructed staff on record keeping processes, such as entering sales data into the computer system and taking notes of deliveries made to the department.
* Mentored the sales personnel to be very warm & friendly, make customers come back to the store for more shopping.
* Provided training in grooming sales personnel and ensures that they are well equipped with sales techniques and strategies, and are able to achieve the sales target.
* Ensured to have a positive approach to sales strategies and motivate sales associates to keep their heads up in both good and bad moments in the sales department. Supervise the opening and closing of the store at the appropriate time.
* Created healthy competition amongst sales personnel by rewarding team members who have done exceptionally well in a manner approved by the organization to motivate others to work better.
* Served as a motivator to members of the sales team, encouraging them to meet their sales targets, with emphasis on working not just harder, but better.

**Senior Marketing Executive –** *Consumer Durable, Apar Industries Ltd., Unit-Uniflex Cables*

* Responsible for executing various marketing activities (Pan India) for the launching of New House Wire under the brand name (Apar Anushakti).
* Supported the sales back office and coordinate with the factory. Prepared all sales related MIS report and handle Back Office Support.
* ***POP’s*** – Support the development of launching a new product called (Apar Anushakti) under new consumer wiring. Assisted in developing innovative POP options for PAN India circulation.
* Coordinated with agencies and Vendors, develop options and create prototypes too such as (wire sample cards, inner packaging design, master cartoon new design & sizes).
* Attended exhibition and event-related collaterals, price lists, technical catalogs etc.
* ***Supporting Trade Team*** – Received briefing from various Trade Regional Managers and assist in executing their branding requirement.
* ***MIS Reporting*** – Prepared all Sales related MIS reports.
* ***New inquiries & forwarding quotations*** – Follow up with a new customer for related to their enquires and understand what are the requirements.
* Received rated from the Senior Authorities and send quotation to customers. Follow up clients after sending quotation to achieve the sales orders and increase profitability.
* Accepted appointments from clients to whom quotations have been sending by e-mails, visit them personally along with Senior Managers and give the presentation about the product range.
* Successfully secured and closed the sales order and maintain a close relationship with clients.
* ***Orders & Payment*** - Placed orders in the SAP system, follow up with the factory for immediate dispatches if the material is not in stock, place order and follow up with the production team in the factory
* Visit the factory if required to see the development on orders executed from Head Office. Collect orders from the project site and dealers. Responsible for collecting payment and deposit in a timely manner before outstanding aging days.
* Follow up with Regional Marketing Managers for orders and payment. Maintain all orders, payment files, and records to Pan India.
* ***Follow up*** – Follow up the order if dispatches from the Factory & Warehouse, ensure that it reaches to end consumer.
* In-charge for the local Bhiwandi warehouse for maintaining a stock of the client's order requirements from Mumbai & Maharashtra region.
* Coordinate with PAN India Sales Office for any related office work. Carried out filling of all important documents.
* ***Additional Responsibility*** – Handled any other additional responsibility if required. Prepare a presentation in PowerPoint.

**Senior Executive/Marketing Planning –** *Consumer Durable, Anchor Electricals Pvt. Ltd.*

* Responsible for planning, coordinating and executing various marketing activities for Pan India
* Supported during Event, Exhibition & Campaign. Prepared all sales related MIS report & all type of Back Office Support.
* ***In-shop activity*** – Initiated, conceptualize, execute and kept records of the in-shop activity.
* ***POP’s*** – Supported the Brand Manager in developing innovative POP options for PAN India circulation. Coordinate with agencies and vendors; develop options and creating prototypes such as (festival gifting items, MDF table tops, exhibition and event-related collaterals, diaries and calendars, price lists, catalogs etc.).
* ***Retail branding/experience zone*** – Created experience zone at various malls in Mumbai for Modern Trade Support and exclusive dealers shop for selected dealers and other prospects to have a look and feel of the actual product.
* Support during the launching of the New Panasonic Lighting showroom.
* ***Supporting project and business team*** – Received briefing from various business Unit Managers, project team and support their branding requirement.
* ***Events*** – Conceptualize, execute & monitor the promotional events, launch activities, such as (All India Sales Meet, IIID Awards Pan India, Foreign Event for all India Dealers, and any office related Event etc.)
* ***Exhibitions*** – Coordinated with various vendors related to stall design presentation for the setting of stalls. Arrange the required marketing collaterals and supervise the stall.
* ***Outdoor*** – Liaised for hoardings, bus shelters, pole kiosks etc with the selected Agency during the time of campaign and select the appropriate location for branding.
* Coordinated with the outdoor Agency for creative releasing of the artwork from Head Office, design team, agency and monitor the execution for (Roma Campaign, Anchor by Panasonic, Get More from US campaign, the campaign did at the time of exhibitions, and campaigns during the launching of the new products.)
* ***Vendor Management*** – Developed vendors and coordinate with existing vendors. Received quotes from the agency, vendors and negotiate on the same. Issued Purchase Orders were given to the vendors.
* ***Budgeting*** – Carried out branding activities as per the allocated budget.
* ***MIS Reporting*** – Prepared all Sales related MIS reports.
* ***Follow up*** – Follow up with ASI and dealers for all sales related works. Clear dealers pending schemes and claims. Follow up with order dispatches with Factory & Warehouse and ensure that it reaches to end consumer.
* Place order in the system as per the requirement and follow up for the payments. Follow up the Cheque with ASI and Agents for recovery of payment in case the Cheque bounce.
* Follow up for outstanding credit limit. Coordinate with PAN India Sales Office for any related office work and filling all important documents.
* ***Additional Responsibility*** – Handled any other additional responsibility if required. Prepared presentation in PowerPoint.

**Junior Officer –** *Darmilla Fashions Ltd. & Gurlz Magazine, Export Garments & Magazine Company*

* Responsible for following up with Foreign Buyers and support the Back Office team.
* Carried out e-mailing and telephonic communication with Buyers for the required orders. Send courier swatches and follow up for orders. Handled petty cash and provide weekly payment to Labors.
* Filled all documents and support the Logistics Department work.
* Liaised to the factory to examine the production and dispatches accordingly.
* Provided assistance during printing, subscription, and dispatches of the Magazines bi-monthly.

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**Other Experience:**

* **Restaurant Owner** – Paradise Veg, Virar, East, Mumbai, India
* **Data Base cum Telephone Operator** – HP Gas Agency, Dahisar West, India

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| **EDUCATION/I.T SKILLS** |

* Diploma in High School – Maharashtra Board, India
* Proficient in MS Office application (Word, Excel, PowerPoint, Email application & Internet).
* Knowledgeable of SAP system, Excel shortcuts, Vlookup, Functions, Pivot Table, Charts, Basic etc.

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| **PERSONAL DETAILS** |

Nationality : Indian

Date of Birth : 02nd Nov 1981

Marital Status : Married

Visa Status : Visit Visa

Languages : English, Kannada, Hindi

Reference : Available Upon Request