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***AJAY***

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**CAREER SNAPSHOTS**

* **Sterling Distribution Company (SDC) – Dubai, U.A.E –** Sales cum Merchandiser – April 2015 to Till Date.
* **Al Rama International Traders – Dubai, U.A.E** – Sales Coordinator – October 2011 to June 2014.
* **T. Choithrams & Sons – Dubai, U.A.E –** Sales Stocker – July 2008 to October 2011.

***Key Accomplishments***

* Provide truly professional customer service to achieve a high level of customer satisfaction and retention.
* Providing high quality service and keeping a good relationship with customers.
* Strive to execute all assigned tasks without errors.
* Cross sell bank’s retail products to the customers.
* Develop strong working relations with retail branches to maximize the business relationship.

**KEY DELIVERABLES**

**From April 2015 to Till Date with Sterling Distribution Company (SDC) Sales cum Merchandiser.**

**Sales Responsibility:-**

* Providing clear communication and excellent service to customers, including offers, pricing and returns.
* Adjusts content of sales presentations by studying the type of sales outlet or trade factor.
* Focuses sales efforts by studying existing and potential volume of dealers.
* Submits orders by referring to price lists and product literature.
* Maintained customer relationships through follow-ups that reassessed their needs
* Monitors competition by gathering current marketplace information on pricing, products, new products, delivery schedules, merchandising techniques, etc.
* Provides historical records by maintaining records on area and customer sales.
* Contributes to team effort by accomplishing related results as needed.

**Merchandiser Responsibility:-**

* Apply DSDP (Distribution Shelving Display and Pricing) and FIFO (First In First Out).
* Removing any dented, dirty, damaged, or out of code products from display.
* Rotating products from the back stock to shelf and display locations.
* Merchandise all the products in attractive ways displays that will get the customers' attention.
* Participated, created, and supported in-store events related to new store openings, new product launches, and seasonal events.
* Worked closely with visual display staff and department heads to decide how goods should be displayed to maximize customer interest and sales.
* Taking photos of any displays that have been set up and then showing those to senior managers.
* Regularly touring areas of personal responsibility and maintaining a visual appearance on the shop.

**From October 2011 to June 2014 with Al Rama International Traders – Sales Coordinator.**

* Placing order with the Purchase Department.
* Prepare Quotations against price enquiries.
* Prepares and then follows up on any sales quotations made for clients, negotiating

terms with the client at a cost best suited for them.

* Maintain the sales database and prepare sales related reports as required.
* Actively supported company sales team – Coordinated sales details, pre-sale material

and arranging deliveries of Exports and Local Customers.

**From July 2008 to October 2011 T. Choithrams & Sons - Sales Stocker.**

* Stocked and maintained product display in acquiescence with company standards.
* Maintained professional relationship with customers and co-orders.
* Fulfil customer service needs.
* Give the right market feedback to the Retail Manager.
* Carry out activities appropriately in season to increase sales and sell.
* Responsible for cleaning of shelves; stamps, marks or tag price on merchandise.
* Products Availability for day-to-day requirements.
* Stock maintaining in the supermarket.
* Responsible for checking expiry dates.
* Giving import and Local purchase orders.

**ACADEMIC CREDENTIALS**

* **B. S. F. Higher Secondary School. (Commerce)**
* **B.Com ( Final Year Exam to be given)**

**IT KNOWHOW**

# Good knowledge in following computer office packages: -

MS Word

MS Excel

MS Outlook

**PERSONAL DETAILS**

**Date of Birth :** 27 July 1986

**Nationality** **:** Indian

**Marital Status** **:** Single

**Languages Known** **:** English, Hindi and Malayalam

**References** **:** Upon Request

***(Ajay)***