Deepak

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# Professional Profile – Sales

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| * Dedicated, Energetic, Passionate to grow and a knowledgeable professional aiming to head or work with a team for business development and strategic planning.
* A competent confident professional with 6 years of experience in Sales and Marketing, Business Development, Vendor Development, Client Relationship Management, Team Management.
* Experienced in managing sales for profitability and achieving targets.
* Expertise in managing day to day activities to ensure meeting of service, cost, delivery and quality norms.
* Demonstrated abilities in implementing competitive strategies for generating sales and expanding market share towards achievement of revenue and profitability targets.
* An effective communicator with good planning, interpersonal and problem solving skills.

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* Financial and business acumen, negotiating with banks and other parties.
* Considerable exposure to retail and trading industry.
* Experience in heading and working along the accounts team for ensuring timely submission of various reports and monthly closing procedure.
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Professional Experience

## SHAKUN TRADING CO. LLC

## *Sales Manager – since May 2013 till date*

Shakun trading Co. LLC was established in Dubai, UAE in the year 1997, since then has been pioneer suppliers of ERW Steel Pipes, Sheets/Plates, Hollow Sections, Angles, Flat Bars and other structural steel products catering to the GCC, Middle Eastern, Africa, Asian and American markets. Goods are also being supplied to the UAE Market, few Government Departments and many Private Establishments.

**Core Competencies:**

* Responsible for the performance and development of sales executives to increase sales and achieve targets.
* Maintaining accurate records of product pricing, sales and activity reports.
* Assisting sales executives in preparation of proposals and presentations.
* Developing sales plan for the market to ensure attainment of company sales goals and profitability.
* Conducting one-on-on review with the sales team to build effective communications and understanding their inputs to improve sales.
* Regular visits to various customers individually and with sales executives to understand their requirement.
* Updating the senior management fortnightly about market conditions, slow moving stocks, targets achieved and employee performances.
* Approving credit limits of new customers introduced by the sales team.
* Meeting with local and import suppliers to ensure timely availability of required material.

## Sales Executive - *May 2011 till April 2013*

* Regularly visited the customers to take orders and understand their requirements.
* Prepared the monthly area wise customer visit and call plan and ensured 100%

execution.

* Achieved the monthly sales targets set with the required profit margins.
* Followed up with the customers for collection of Post Dated Cheques against sales done.
* Followed up and ensured timely collection of payments from the open account customers on due dates.
* Ensured timely delivery of material to customers.
* Regular reporting to the sales manager about the market conditions, product pricing and customer requirements.
* Increased the sales by adding new customers to the existing list.
* Monitored the credit limits of the customers and proposed the management to

increase/decrease the limits as and when needed.

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## Senior Accountant - *May 2008 till April 2011*

**Accounting and** **Administration:**

* Handling cash flow requirements of the company and daily banking transactions.
* Preparing report of receivables for timely collection of payments.
* Debtors ageing report for discussion with sales team to alert them about the delayed payments of customers.
* Sending stock ageing report to sales team every month alerting them to dispose stock lying in yard and blocking company funds for than 120 days.
* Preparing report of payments for payment to sundry creditors.
* Monitoring debtors and creditors movement on fortnightly basis to minimize bad debts and ensure effective credit utilization.
* Reconciliation of bank account balances on daily basis.
* Checking accounting entries of sales and purchases.
* Preparing Telegraphic transfers, monitoring cash deposits.
* Dealing with inventory and handling stock transfers.
* Market and bank reference check of new customers before approving credit limits and of new suppliers before placing order.
* Follow up with the suppliers for sales contracts and sending them L/C application draft for approval before applying L/C.
* Regular follow up the suppliers for shipment update.
* Filing claims with the insurance company on receipt of damaged goods or containers.
* Taking half yearly balance confirmations from debtors and creditors to avoid ambiguity and for smooth relations between parties.
* Ensuring payroll disbursement through WPS mode.
* Checking the travel bills of export sales executives as per the travel budget policy of the company.
* Providing complete support for finalizing & smoothly completion of audits yearly.
* Participate in making policies and procedures for controlling irregularities.
* Maintaining record of all insurance policies – staff/company and renewing them on time.
* Maintaining leave records of employees required for annual leave entitlements and final settlements.
* Online air ticket bookings for staff travelling for sales and annual leave.
* Arranging for staff recreational activities on regular basis.
* Arranging visit visas for overseas customers and guests.

**Banking:**

* Handling and ensuring proper utilization of corporate facilities provided by banks such as L/C’s, Collection documents, Export documents and PDC discounting, factoring etc.
* Preparing and submission of Letter of Credit and amendment application to banks.
* Complete knowledge of preparing manual letter of credit and amendment applications and online applications.
* Follow up and coordinating with the banks for issuance of L/C’s and amendments.
* Acceptance and collection of import documents on time from the bank to avoid shipping line and port demurrage charges.
* Settlement of import bills on or before due date to save interest on availability of funds in account.
* Proper utilization of Export bill discounting and factoring limits.
* Checking of all bank charges, commissions, interests and ensuring refund of excess charges debited, if any by the bank.
* Preparing export documents under L/C and export collection documents.
* Attending workshops organized by banks on various topics related to updates on bank policies and new developments.

**TOSH GENERAL TRADING CO. LLC**

## *Senior Accountant later promoted as Manager – From 2002 until 2007*

Tosh General Trading Co. LLC was established in Dubai, UAE in the year 1997 and since then have been major importers and exporters in textiles from and to various parts of the world.

**Accounting and Administration:**

* Direct reporting and discussions with the Chairman on all issues related to sales, purchase, administration and accounts.
* Following up with the local and overseas customers for payments due and postdated cheques.
* Regular meetings with the customers not releasing payments on time.
* Handling legal cases filed against defaulted customers.
* Issuing postdated cheques on time to local suppliers.
* Monthly reconciliation of bank accounts.
* Checking of all accounting vouchers on daily basis.
* Handling cash flow requirements of the company.
* Monthly stock reconciliation.
* Providing complete support for finalizing & smoothly completion of audits yearly.
* Suggesting and implementing new reporting methods helpful to the management and staff of all departments.
* Handling all visa related issues of the company.
* Renewal of Company Trade License.
* Maintaining personal accounts and property investment documents of the Chairman.
* Handling advertising of properties on rent and sale.
* Negotiating with the clients on the rents and sales price of the property.

**Banking:**

* Handling complete corporate facilities provided by banks.
* Checking and authorizing online Letter of Credit applications and amendments.
* Follow up with the banks for issuance of L/C’s and amendments.
* Timely settlement of import bills.
* Proper utilization of PDC discounting facility provided by the bank.
* Ensuring that all charges debited by bank are correct as per the schedule of fees and charges of the bank.
* Preparing export documents under L/C and export collection documents.
* Regular meetings with the account relationship managers on various matters.

Professional & Academic Qualification

* Bachelor of Commerce, 2002 - Pune University – Nasik, Maharashtra (India)
* Certificate course in MS Office
* Typing speed with grade A– 40 wpm
* Accounting package – Tally ERP 9 and can get acquainted and work on any other accounting package

Key Achievements

* Streamlined the backlog of old debtors' reconciliation issues, which had a huge monetary impact and received significant old balances.
* Involvement in HR field by instigating HR policies, beneficial for the company and staff point of view, through the launch of employee handbook being in line with the UAE labor laws.
* Overall experience till date has made me versatile in all fields relating to Sales, accounts/finance, banking, administration and customer relations.

Personal Details

Date of Birth: April 17th, 1982

Marital Status: Married

Languages known: English, Hindi, Sindhi and Marathi

Visa status: Employment visa

Driving License: Holding valid UAE driving license