**Sales & Marketing Management Professional**

**|| Marketing || Sales || Management || Administration ||**

MOHAMMED

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**OBJECTIVE:**

To direct my proficiency in customer service focused companies with high-level quality standards. Work in a high competitive and demanding market where personalized customer care is enhanced and reinforced. As a self-motivated, assertive and dedicated individual, I am determined to achieve the desired goal. My positive attitude towards changes, people and willingness to learn gives me the confidence to acquire more skills and pursue a bright uprising career.

**PROFESSIONAL PROFILE:**

* Presently associated with **Green Valley Automobiles** (Dealer in all types of Brand New Cars for Export), in the role of **Marketing cum Sales Executive**.
* Well versed in internal communication and external correspondence strategies in the business world.
* Fast learner with strong work ethic, solid leadership and superior networking skills.
* A proactive planner with expertise in strategic business planning and targeted marketing, with proven ability to achieve the pre-set sales and profitability targets.
* Widespread knowledge and skill in the high performance computer based industry with a verified ability to enhance sales.
* Capable of obtaining outstanding sales resulting through direct marketing.
* Ability to support and sustain a positive work environment that fosters team performance with strong communication and relationship management skills.
* Devoted to finding relevant solutions that meet customers and clients changing needs.

**EDUCATIONAL PROFILE**:

* **MBA (Masters of Business Administration**) **2014**
  + - Online Scholarship Course based on PLA (Prior Learning Assessment) or we call it Working Adult Program, Specialization in Marketing
    - Thompson University,- (Virginia- USA)
* **BBA (Bachelor of Business Administration**) **2008-2011**
  + - Full-time Course Specialization in Marketing
    - Global College of Business Administration & Information Technology, Hubli [Recognised by Karnataka University Dharwad,- (Karnataka- INDIA)]
* **PUC- Pre University Course (12th - Commerce) 2008**
* J.K. Pre-University College of Science & Commerce[Recognised by Pre-University Board of Bangalore- (Karnataka- INDIA)]

**CAREER SNAPSHOT**:

* **Marketing cum Sales Executive** at **Green Valley Automobiles** (Dealer in all types of Brand New Cars for Export)- Dubai Branch, from **January 2012- Till Date**
* **Sales Advisor** at **Satyam Agencies, Hubli** (North Karnataka-INDIA) from **April 2010 to May 2011 (1 year 1 month)**.

EXPERIENCE SUMMARY

* From January 2012 Till Date: Presently working as Sales and Marketing Executive for Export, at Green Valley Automobiles (Dubai Branch).

About Current Organization:

One of the leading automobile organization in U.A.E dealing in Brand New multi brand vehicles (like Toyota, Lexus, Mitsubishi, Nissan, Suzuki, BMW, Audi, Mercedes Benz & many other Major Brands) for Export (to African, CIS and Far Eastern Countries).

* KEY RESPONSIBILITIES
* Achieve sales targets and goals set by the sales director (this includes Export & Local Sales).
* Generate and qualify sales leads to non-company customers by telephone canvassing, generation and follow-up of mail shots and cold calling.
* Product demonstrations of the Vehicles as required.
* Generate new customer accounts and develop existing business.
* Day-to-day responsibilities for managing customer account enquiries, orders and queries.
* Increase and maintain the turnover of existing customer accounts.
* Undertake regular visits to meet with potential as well as existing customer.
* Analyzing and investigating price, demand and competition
* To carry out market research and customer surveys to assess demand, brand positioning and awareness.
* Using the full marketing mix for the company’s marketing communications.
* Acting as a contact between a company and its existing and potential customers.
* Gathering market and customer information.
* Negotiating variations in price, delivery and specifications with the managers.
* Assume responsibilities for the entire Sales Process, right from generating prospects to effective account handling.
* To follow and abide by the company’s sales policies to achieve and exceed company’s designated sales target.
* To ensure highest level of market coverage through proper customer management and sales planning.
* To maximize business retention and development of new business through all possible and available resources.
* Maintain comprehensive knowledge of pricing and specifications of competitive vehicles to provide clients with informative comparisons.
* To report on weekly and monthly basis to Sales Management of territory about contacts, calls and meetings.
* Preparation of Import & Export Documents.
* To retain maximum vehicle profit retention and sell vehicle add on accessories.
* Cash and Credit Control: Ensure that Company procedures are adhered to while handling cash and credit customers. This ensures safety of cash and minimal chances of any loss.
* Continuous Improvement and Development: Constantly improve and update knowledge, especially product range, features and benefits, general automotive industry and technical developments, market trends, competitor analysis, sales techniques and customer handling skills.

MAJOR ACHIVEMENTS IN CURRENT ROLE

* Expanded customer base by 35% within the first year of joining in year 2013, by having a tie up with the other dealers.
* Drafting Effective Marketing Plan with Right Tools.
* Increase in Brand Awareness of the Company.
* Developed strong relationships with managers and staff, creating a cohesive and productive team within a deadline-driven environment.
* Recognized by the Director of Sales/Marketing for raising profitability through cost controls on supplies.
* Built research group that profitably re-purposed editorial and database content by extracting new research reports and offering marketing data for direct mail and telemarketing campaigns.
* Developed sales territory and built strong client relationships within a highly competitive environment through networking and incentive programs.

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| **CORE SKILLS** | | |
| **Marketing & Sales** | **Managerial** | **Personal** |
| Competitor Intelligence | Team Player | Leadership |
| B2B & B2C Sales & Marketing | Procurement & Store Management | Professionalism |
| Market Research & Brand Promotion | Problem Solving & Decision Making | Highly Motivated |
| Developing New Accounts | Administrative Skills | Can Handle Stress |
| Client Retention | Technical Aptitude | Always Pro-Active |
| Lead Generation | Client Management | Well Organized |
| Commercial Procurement | Supply Chain Management | Strong Work Ethic |
| Account Management | Product Development | Flexibility & Adaptability |
| Marketing Management | Managing Time And Effectiveness | Adaptability Skills |

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| **COMPUTER PROFICIENCIES** : | **LANGUAGE SKILL:** |
| * Proficient inWindows 95/98/2000/07/Vista, | LANGUAGE LEVEL |
| * Internet & E-mail applications, | * English Expert |
| * Basic SPSS, | * Hindi Expert |
| * MS Office, and | * Kannada Expert |
| * Other Related Software. |  |

**HOLDING U.A.E (DUBAI) DRIVING LICENSE (LIGHT VEHICLE):**

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| **PERSONAL DETAILS** | **PASSPORT DETAILS** |
| Date of Birth : 4th May 1988 |  |
| Religion : ISLAM |  |
| Nationality : INDIAN | Place of Issue : Banglore, India |
| Marital Status : Single | Visa Status : Employment |
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REFERENCES ARE AVAILABLE ON REQUEST