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**Professional Summary**

Energetic and dynamic Sales Manager with 10 years’ career experience in FMCG, Medical Equipment Supplier, Retail industry. I am an expert at implementing a territory sales strategy that will maximize revenue and profits.

I am always at the forefront of using the latest techniques and methodologies to achieve set targets.

Proven expertise in competitive market analysis, contract negotiations, new product launch and brand positioning.

On a personal level am always logical in my thinking and have an organized approach to work.

Possesses excellent customer service and time management skills.

**Core Qualifications**

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| -Sales and Business Development -Sale Budget Planning-Project Planning & Promotions-Market information-Competitor activity-New Market Identification |  |

 | -Forecasting-Pricing strategies-Performance & Process Improvement-Client Relationship Management-Visual marketing |

**Experience**

**Sales Manager**

**March 2012 - Current**

**Notions Group, FMCG, Dubai**

Present Responsible for the ultimate success of Abu Dhabi, Al Ain and North of Emirates account by identifying new growth opportunities that expand the company's product portfolio in the market place.

Accountable for developing, maximizing and maintaining long term relationship with potential and existing clients to enhance customer satisfaction, customer retention, and company sales.

* Responsible to Achieve target and territorial growth at a rate and margin consistentwithin the policies and guidelines of the company
* Create sales plans and quotas to support organizational objectivesand develop a route to market strategy, coverage plan and expansion, to increase depth and width of distribution and brand positioning
* Create sales and marketing events to ensure monthly sales goals were attained
* Conduct analysis and develop presentations that increase feature, display activity, expand distribution, and optimize shelf position that increase volume and market share
* Effectively manage large scale, complex contracts negotiations and close new business deals and other potential customers, working closely with key account manager to achieve goals
* Ensure and manage a cost-effective operations with a focus on maximized return on investment and expenses
* Assign territories that has adequate workload for optimum coverage of market at minimum travel time and cost for maximizing output.
* Visit the market regularly to understand the trend, competitor’s activities, problems faced by product category by account, by area, distribution effectiveness of the Company's policies and to identify opportunities for furthers business development
* Report regularly to head of business and trade marketing manager about the trend, market conditions, market development, competitor’s activities, working of the field force, staff efficiency or any other information deemed fit for the growth, progress and profitability of the Company
* Gather market intelligence about the activities of competitors, their prices, promotion strategy and anything else that will have bearing on our sales and report them to key account manager
* Ensure that the collections are met on a monthly basis strictly abiding the current Company's Policy
* Develop targeted promotions for key stores to drive business and consumer awareness
* Coordinate the involvement of company personnel, including support, service, and management resources, in order to meet account performance objectives and customers’ expectations.
* Prepare and give business reviews and presentations to head of business on a monthly basis

**Account Manager**

**March 2010 - February 2012**

**Gulf Drug Establishment: Division Gulf Med FZE, Home Care and Paramedical, Dubai, UAE**

Handling Dubai, Abu Dhabi, Sharjah, North of Emirates **Medical Supplier Stores** such as Unimed, Arabian home health care, NMC Hospital and **Pharmacy accounts** such as Alphamed, Julfar, Aster, Boots, Super care, Planet pharmacy, Grand united, Al Manara.

I created, led and completed many projects to streamline all operational aspects for our product division.

* Forecasting periodic sales targets and driving sales initiatives to achieve business goals and managing frontline sales team to achieve them
* Identify trends and business development opportunities in assigned territory
* Develop a growth strategy focused both on financial gain and customer satisfaction
* Conduct research to identify new markets and customer needs
* Develop and maintain a robust deal pipeline toward targeted entities to continuously grow the business and generate sales
* Offer recommendations for new product lines concurrent with client business objectives
* Manage all aspects account business dealings contract management, orders, listing and worked closely with business managers and general operations as key contact person
* Identify opportunities for campaigns, services, and distribution channels that will lead to an increase in sales
* Implement promotional activities in coordination with external agencies to spearhead product launch, brand promotion and event management initiatives
* Conduct competitor analysis by keeping abreast of market trends & competitor moves to achieve market share metrics.
* Using knowledge of the market and competitors, identify and develop the company’s unique selling propositions and differentiators
* Setup product displays in stores for designated account
* Ensure product and promotions knowledge of sales personnel selling to consumers
* Act as a liaison between Customer Service, Sales, Logistics, and Product Development in managing day to day operations
* Successfully train all new employees, promoters for the products division on all operational, sales and customer service facets

**Retail Store Operations Executive (La Senza, Nautica, Gant)**

**March 2007 – February 2010**

**Liwa Trading LLC Dubai, UAE**

* Determine and assess sales strategies to meet annual budget
* Responsible for budget management including payroll and expenses
* Ensure compliance with company policy and procedures and partner with Asset Protection to protect assets and inventory
* Collaborate with HR to provide necessary training, mentoring, coaching and development for all new staff
* Team with the Director of HR to develop employee handbook for the stores. Manage issues that arise at store level and partner with District Manager to create and implement resolutions
* Work with the Director of Merchandising as well as the Product Training Manager to assure product knowledge and visual merchandising standards are created and delivered to the stores through proper communication and tools
* Communicate to Brand Manager store analysis of product feedback and sell through as well as recommendations to merchandising and planning.
* Partner with the Marketing team to execute campaign strategies and grass root marketing plans to drive traffic and increase sales

**Academic Qualifications**
**2003-2006:Master of Advanced Studiesin Managementof enterprises,Certified in UAE**

Issued in June 2006: University Post- Graduate Technical Degree (ISET University), City Nabeul, Tunisia

**A-Levels Degree: Economics and Management, Certified in UAE**

Issued in June 2000 Lycee secondaire, Soliman, Tunisia

**Key Skills and Competencies**

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|  -Sales Analytics, Forecasting and ability to use new Tools -Ability to exercise sound commercial judgment -Ability to establish priorities to meet goals in time frame -Ability to work independently from remote locations | -Ability to think, react quickly to changing situations and work under pressure -Training and motivating field service staff -High energy levels and a passion for customer service |

**Language Skills**

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| - Arabic: mother tang - English:very good in talking, writing and typing | - French: very good in talking, writing and typing - Italian: average spoken |

**Personal Information**

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|  -Nationality: Tunisian-Sex: Female - Date of Birth: 11th June 1979 -Place of Birth: Tunis, Tunisia | - Marital Status: Single - Religion: Muslim - Visa Status: Employment Visa - Driving License: UAE issued |