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| SHABINA  [shabina-391391@2freemail.com](mailto:shabina-391391@2freemail.com) |

**SALES EXECUTIVE WITH 3+ YEARS OF EXPERIENCE IN UAE**

**MBA- MARKETING**

An enthusiastic, positive and motivated professional, who understands that delivering fantastic customer service is the key to generating sales. Always leads by example, and has a clear and concise approach to work related issues. Hands-on, organized and capable of balancing daily duties and with the ability to drive a business forward. Outstanding sales strategist, who is able to deliver revenue growth in highly competitive business markets.

* **Superior proficiency in all areas of Sales Leadership** — vision through strategies, tactical plans, compensation programs, communication protocols, and reporting structures.
* **Dynamic record of top performance** in developing a sales force that is able to achieve aggressive goals and penetrate untapped markets.
* **Solid leadership competencies** with particular expertise in the following: new business development and retention, profit and loss accountability, providing staffing support, budgeting and controlling costs and customer service.

**KEY SKILLS & EXPERTISE**

* Strategic Planning
* Project Budgeting & Costing
* Customer satisfaction
* Cost Control
* Procurement
* Logistics Operations
* People management
* Relationship management
* Negotiation skill
* Revenue & Profit Growth
* Performance Management
* Positive attitude
* Commercial awareness
* Administrative duties
* Excellent Communication
* Time Management
* Executive Sales Presentation
* Innovative & Resourceful

*Computer Proficiency:*

* ERP, MS Office Applications (Word, Excel, PowerPoint, Outlook)

**PROFESSIONAL EXPERIENCE**

**Admin & Sales/Marketing Executive**

**Sobha Horticulture and Landscaping LLC– Dubai, UAE Jul 2018 – Present**

Responsibilities:

* Establish and employ a management oversight process to regularly assess both individual and group performance relative to overall goals and objectives and develop any corrective actions necessary to ensure sales objectives are met on a consistent basis.
* Weekly Sales and Follow up Reports.
* File maintenance of quotations and invoices (digital and hard copies)
* Customer Registration file maintenance and update.
* Site Supervision
* Site walks and meetings to meet customer expectations and understanding the customers plan.
* Provide weekly, quarterly, monthly and yearly status reports of field sales activities and achievements vs. stated goals.
* Review sales reports to analyse account trends to ensure the alignment of sales performance and sell through results.
* Establish rapport with potential and actual clients in order to build the business and generate sales.
* Providing sales support during virtual and on-site client meetings.
* Liaising with both current and potential clients to develop existing and new business opportunities.
* Identifying the customer's current and future requirements.
* Reviewing client drawings, plans and other documents in order to prepare detailed technical proposals.
* Managing and coordinating delivery of material to projects and after-sales support services.
* Preparing and presenting potential cost benefit analysis to potential clients.
* Conveying customer technical requirements to the Internal Engineering teams.
* Negotiating tender, contract terms and conditions.
* Maintaining professional working contact with key suppliers and third parties.

**SALES EXECUTIVE**

**Desert Group – Dubai, UAE Jul 2017 – Apr2018**

*Founded in 1988, the Desert Group has been dedicated to transforming the UAEs arid environment by creating world class innovative landscapes. Our workforce of more than 3400 employees has created new parameters in garden design bringing together years of specialist experience, research and creativity.*

Responsibilities:

* Train, organize, develop, motivate, and lead a group of sales personnel to achieve sales goals.
* Establish and employ a management oversight process to regularly assess both individual and group performance relative to overall goals and objectives and develop any corrective actions necessary to ensure sales objectives are met on a consistent basis.
* Provide weekly, quarterly, monthly and yearly status reports of field sales activities and achievements vs. stated goals.
* Review sales reports to analyze account trends to ensure the alignment of sales performance and sell through results.
* Establish rapport with potential and actual clients in order to build the business and generate sales.
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**SALES EXECUTIVE**

**Atlas Group – Dubai, UAE Jan 2017 – Jun 2017**

*Established over two decades ago, the Atlas Group of companies has been at the forefront of traditional and digital printing solutions not only in the UAE where we have our headquarters, but also in Kenya and India where we have satellite offices. Their multifaceted business strategies have helped them carve a niche in the cut-throat printing industry. Today, the ISO-certified Atlas Group stands head and shoulders above the competition as it continues to implement new techniques and technologies to keep abreast of global industry trends.*

Responsibilities:

* Establishing new, and maintaining existing, relationships with customers.
* Managing and interpreting customer requirements.
* Calculation of cost benefits that would determine the profits.
* Making technical presentations and demonstrating how a product will meet client needs.
* Coordinate with overseas principals for product improvement by providing market feedback.
* Perform sales activities on major accounts and negotiates sales price and discounts.
* Manage personnel and develops sales and sales support staff.
* Accurately forecast annual, quarterly and monthly revenue streams.
* Develop specific plans to ensure revenue growth in all company’s products and services.
* Provide quarterly results assessments of sales staff’s productivity.
* Coordinate proper company resources to ensure efficient and stable sales results.
* Formulate all sales policies, practices and procedures.
* Assist sales personnel in establishing personal contact and rapport with top echelon decision-makers.
* Collaborate with the head of Sales to develop sales strategies to improve market share.
* Interpret short and long-term effects on sales strategies in operating profit.
* Collaborate with the Head of Sales to establish and control budgets for sales promotion and trade show expenses.

**SALES EXECUTIVE**

**Al Diyafah Printing Press – Dubai, UAE May 2015 – Nov 2016**

*Established in 2000, Al Diyafah Printing Press is one of the reputable printing press in Dubai. They have specialized in digital as well as offset printing. Printing industry.*

Responsibilities:

* Establishing new, and maintaining existing, relationships with customers.
* Managing and interpreting customer requirements.
* Calculation of cost benefits that would determine the profits.
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* Interpret short and long-term effects on sales strategies in operating profit.
* Collaborate with the Head of Sales to establish and control budgets for sales promotion and trade show expenses.

**SALES & MARKEETING EXECUTIVE**

**Marriott International Hotel – Islamabad April 2014- Jan 2015**

**SALES & MARKEETING EXECUTIVE**

**Serena Hotel – Islamabad Feb 2013- Jan 2014**

Responsibilities:

* Responsible for Corporate and Travel Agent Room Sales for the hotel.
* Clear understanding of the hotels business strategies then set goals and to determine action plans to meet those goals.
* Update action plans and financial objectives quarterly.
* Identify new markets and business opportunities and increase sales.
* Represent Hotels in various events and exhibition.
* Implements all sales action plans related to my market areas as outlined in the marketing plan.
* Conducts daily sales calls and arrange site inspection trips to hotels by corporate clients.
* Able to provide quick and timely responses, immediate communication to the properties, develop professional long term business relationships.
* Provide the highest quality of service to the customer at all times.
* Participates in sales calls with members of sales team to acquire new business and/or close on business.
* Executes and supports the operational aspects of business booked (e.g. CVGR, generating proposal, Corporate Rate Application letter, writing contract, customer correspondence).
* Able to supports hotels service and relationship strategy, driving customer loyalty by delivering service excellence throughout each customer experience.
* Work closely with Revenue Manager to ensure proposed rate negotiations meet the financial needs of the hotels.
* Develop strong relationships with on property front office team to ensure working in unity and always striving to achieve the same goals.
* Accompany sales team on sales calls to potential clients to assist in development of the account and to access the effectiveness and sales skills of the sales person.
* Assess additional training needs based on data gathered and interaction with sales team from property visits.
* Attending all department and hotel meetings as necessary.
* Targeting key accounts potential for the company.
* Builds and strengthens relationships with existing and new customers to enable future bookings. Activities include sales calls, entertainment, FAM trips, trade shows, etc.
* Develops relationships within community to strengthen and expand customer base for sales opportunities.
* Acquiring and developing new business accounts and preparing sales proposals for clients.
* Closely following up on all business leads within a 24 hour response time line to clients.

**EDUCATION/ CERTIFICATION**

**MBA- MARKETING**

Preston University, Islamabad. Pakistan August 2012

**PERSONAL DETAILS**

Age, Marital status : 29, Single Languages known : English, Hindi, Urdu and Punjabi

Nationality : Pakistani Driving License : Valid UAE Driving License