

Sadaam

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### Sales & Marketing | Retail Sales and Operations| Business Development

Versatile, high-energy professional, successful in achieving business growth objectives, targeting challenging assignments with a reputed organization



# Executive Profile

* A result-oriented professional with **9+years of** experience in**Sales, Business Development, Retail Sales/Operations and Channel Management**with key focus on accomplishing top and bottom-line profitability
* **Skilled in formulating strategies** to achieve market expansion & growth, by aligning to market requirements; understanding market potential and opportunities
* Highly skilled in **building relationships with clients** and delivering customer requirements; **achieving targets and effective demand generation** initiatives delivering required efforts for business growth and expansion
* Proven success **in managing the channels;** prospecting & appointing channel partners in sync with market penetration levels; delivering training to sales team, distributors, dealers, POS and their staff
* Impressive success in **repeatedly meeting & exceeding assigned sales targets** and expanding market-place presence through **on- ground business strategies** and through **acquisition, deepening & retention of account base**
* Expertise in **working closely with new and existing channel partners** to establish relationships that drive new business, retain existing customers; skilled in **consistently driving channel revenue growth**



# Education & Credentials

* MBA in Marketting from Millennium Institute Of Management in 2013
* BBA from Maulana Azad College, Aurangabad in 2011



# Career Timeline

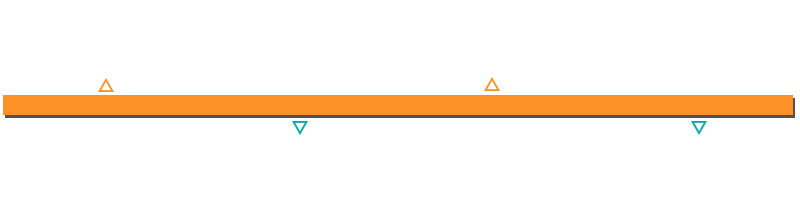
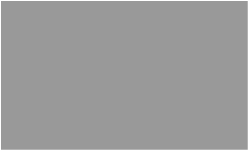
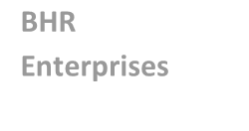
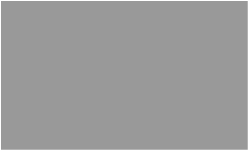
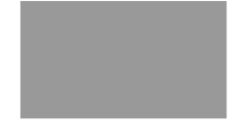
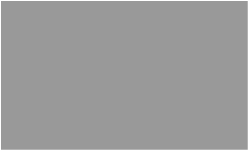
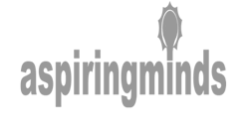
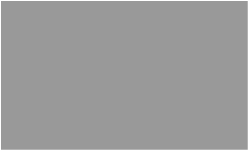
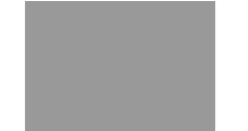
Key Impact Areas

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| **Planning & Leadership** |
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| **Sales & Marketing** |
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| **Business Development** |
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| **Customer Acquisition** |
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| **Product Launch & Promotion** |
| **ROI / AOP Planning Channel/ Retail Management**  **Team Management** |



# Soft Skills

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| **Communicator** |
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| **Innovator** |
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| **Collaborator** |
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| **Thinker** |
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**BHR**

**Enterprises**

**Jan’13 to Sept’14 Sept’14 to Oct’15 Oct’15 to Nov’18 Since Feb’19**



# Professional Experience

#### Since Feb’19 as ABM

**Key Result Areas:**



* Responsible for handling and appointment channel partner (Hoteliers) in Aurangabad,Jalna and Jalgaon.
* Daily 4 Partner visit for maintaining healthy and long term relationship. Hunting for new hotels in territory for adding new rooms every month. Training and recruitment of staff at hotel.
* Responsible for P&L driven decisions for assigned territory. Cross functional approach theough coordination with multiple teams in intra and inter geographies.
* Tracking and maintaining performance of hotel occupancy,pricing,visibility. Responsible for handling and briefing reconcilation of hotel to the partner.
* Competitor tracking and forwarding the same to the upper level.
* Responsible for genrating and increasing revenue of company.

#### Since Oct’15 to Nov’18 with IDEA Cellular Ltd., Aurangabad as Territory Sales Manager Key Result Areas:

* Managed 10 Distributors and its manpowerin assigned territory. Responsible for appointment and reporting of promoters.
* Implementing competitive strategies for generating sales, developing as well as expanding market share towards the achievement of revenue & profitability targets
* Building distribution network with financially strong and reliable dealers; planning, & setting sales targets for distributors and monitoring achievement of same; developed channel business cases and setting up channel operating standards & business plan
* Performing monthly sales forecasting and competitive analysis to determine accurate performance levels and need for growth into current & additional vertical markets & product categories

#### Highlights:

* Appointed 3 well performing distributors and started 2 new small markets in the territory. Launched producs in the territory which gave a boost in revenue and number of customers.
* Secured a poaition of number 2nd in M&G for digistorm and 1stin 4g Sim upgrade activity in zone.
* Expanded channel business by sourcing new partners and maintained efficient business relationships with existing partners.

# Previous Experience

#### Sept’14 to Oct’15 with Aspiring Minds Assessment Pvt. Ltd., as Manager – Campus Sales Highlights:

* Executed planning & forecasting of sales activities; travelled in the assigned region/territory of North Maharashtra
* Proven success in acquiring new accounts and retaining existing accounts; increased the costomer base
* Performed negotiation with the clients on product, payment, delivery, standards; ensured availability & visibility of brand in assigned territory

#### Jan’13 to Sept’14 with BHR Enterprises, Aurangabad as Sales Officer Highlights:

* Ensured achieving targets.
* Maintained key relationship with the retail outlet for long-term business and appointed new retail outlet for expansion.

**July’09 to Dec’12 with franchise Reliance Comm., Aurangabad as Team Leader**

# Projects Executed

**Project Title:** Yellow Belt - Data Revenue Increment Via 4g Sim-up For Aurangabad Zone

**Duration:** 5 Months

**Role:** Team Leader

**Description:** Six Sigma Yellow Belt Project for revenue increment via 4G SIM upgradation using DMAIC process

**Project Title:**Yellow Belt - To Improve Idea Money Performance at MI and IP

**Duration:** 5 Months

**Role:**Team Member

**Description:**Sigma Yellow Belt Project for Improving and boosting performance of Idea money at MI and IP using DMAIC process

## Personal Details

**Date of Birth:** 4th April 1990

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