**Parveez**

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**Executive summary**

Sales Professional with 13 years of experience in sales and distribution companies in FMCG Industry. Gained retail experience with record of successful sales target achievements through aggressive selling techniques.Well organized, quick learner and dedicated team player with strong communication, coordination, organizing, interpersonal and time management skills. My firm belief is that sales is more effective as a team effort and I consider myself as a disciplined and efficient team player.

Areas of expertise

* Hardworking, reliable, enduring and result oriented person with a clear vision towards completing any task in a timely and effective manner.
* Discharge responsibilities in a timely and organized manner.
* Standards for the cause and the interest of the organization.
* Identifies and pursues new business opportunities

**Professional work history**

**Area Sales Supervisor National Food Products Company DUBAI (LACNOR JUICES & OASIS WATER) Sep 2010–May 2017**

Execute sales plan for the unit and achieve the sales volume, market execution and customer service objectives through effective leadership and direction to the multicultural team, (8 routes, Traditional Trade).

* Reporting to Sales Manager. Leading a team of 10 direct and 10 indirect includes, Sales Executive and Merchandiser reporting.
* Plan direct and control the daily sales activities of subordinates engaged in promoting the sales and distribution of Lacnor juice, through retail establishments/Key Accounts including payment collection/listing fee and merchandising in the assigned territory.
* Maintain update to date fact sheet on sales achievements, targets, sales by category and area customer data base, numeric and weighted distribution, vacation planner, competitor activities and daily sales outstanding.
* Keeping and controlling up to date market information by accompanying sales staff on visits to customers to evaluate work performance, as certain customer problems and detect market trends and factors influencing buyer behavior.
* Perform route wise territory performance evaluation to find strength and weakness of each route, to make strategic decisions more reliable.
* Review Journey plans on a quarterly basis and ensure operational effectiveness of the team.
* Building a good rapport with the clients to develop mutual and profitable business relationship.
* Provide team with guidance, motivation, training and discipline to consistently achieve sales objectives, and customer satisfaction. Lead weekly meetings with staff to know their feedback.

**Sales Executive BDC Holdings (Jun 2008- July 2009)**

Develop new business opportunities with individual accounts within the territory, achieve sales targets and objectives.

* Deals with all the Prestigious products of the company to all the retail market and responsible for the sales and collection and dealing with all kinds of customers.
* Interact with customers in response to inquiries about the product.
* Influence and motivate the clients by providing appropriate knowledge.
* Building a good rapport with the clients to develop mutual & profitable business relationship.
* Monitor the market and provide information to the Manager for the latest items and pricing to become more competitive.
* Attending meetings, Presentations, Seminars & Product demonstration.
* Meeting company objectives of sales targets.

**Van Sales Executive International Beverage & Food Industries. SHARJAH(STAR JUICES) Mar 2004- July 2007**

* Worked as Van Sales Executive for the Juice & Beverage division that is involved in the sales distribution under the brand name of STAR, with different flavors.
* Visiting Outlets as per the route plan.
* Was responsible for daily sales to various well known market leading cliental outlets.
* Timely payment follows up with parties and the correct reconciliation with the accounts department.
* Meeting company objectives of sales and collection targets.
* Monitor the market and provide information to the Manager for the latest items and pricing to become more competitive.

**Sales RepresentativeNational Refreshments Co. Dubai. (7 up)Mar 2002-July 2003**

* Selling long life products Soft Drinks to the local market.
* Ensuring maximum coverage of the region through distribution network.
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* Merchandising the products in chiller displays and arranging in store stocks and gondolas.
* Attending seminars and product demonstration programs.
* Building a good relationship with the customers to develop mutual and profitable business.
* Meeting company objectives of sales and collection targets.

**Academic Achievements**

Holder of Bachelor Degree

**Computer Skills**

* MS Office
* Mobis system

**Personal Details**

* Nationality : Indian
* Sex : Male
* Languages : English, Arabic, Hindi& Urdu
* Driving license :Holding Valid UAE light driving license.
* Marital Status : Married with two Kids.
* D.O.B : 03/04/1973
* Visa Status : **Visit Visa**
* Personal Attributes: Sincere, Responsible &Disciplined, loves to meet and interact

 With people.