
MOHD. ASHRAF KHAN

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Objective

To reach the pinnacle of professional excellence and 'Add Value' for the organization and constantly strive to develop business by understanding the needs of the industry. Managerial position in Sales and Marketing wherein education, experience and skills can be efficiently utilized to increase the sales volume and profitability of the firm. Build a strong distribution network for achieving greater market development by fulfilling the following underlying functions.

Brief Overview

An extremely skilled professional having proven experience over 14+ years. Worked as a Sales Supervisor (KSA), involves in monitoring competitor activities, competitor analysis, keep abreast of market trends. Formerly associated with Arabian Trading Supplies (KSA) involved in action plans & schedules to identify specific targets. Worked with Liberty Tea Company (Mumbai) involves and Ensure implementation of Sales strategies to deliver annual volume objective. Worked with Reliance Telecommunication as a Team Leader.

Organizational Experience

DELTA FOODS & BAKERY KSA

May'15-Sep'19

Sales Supervisor

Key Accomplishments:

- ✓ To ensure that each sales member has his day's route allocated, that they visit each and every shop on the route and log every shop sale on the product record sheet.
- ✓ Prepare and present the business plan along with ROI analysis, risk analysis, entry strategy, exit strategy, budget, sales forecast and potential benefits to company with the new proposed business line.
- ✓ To achieve your area sales target (values, mix of products, area coverage, returns, promotion targets)
- ✓ Securing sales, market opening, opportunities hunting, follow up, Prepare and present the budget, performance, and plans of the new business in BOD meetings.
- ✓ To continually monitor the marketplace and obtain information on performance of our products and those of our competitors, market share, movement trends, new products and initiatives new era.
- ✓ To ensure that the salesmen and merchandisers are managing and monitoring (FIFO) the correct stock rotation in the vehicles and in the retail outlets.
- ✓ To provide input into the ongoing and budgeted advertising and promotions plan for the company in accordance with the overall strategy.
- ✓ To produce a regular monthly report on the performance of your team as individuals and respect to your sales target for the senior management.
- ✓ Ensure excellence in execution of market activation that drive unmissable visibility in store, manage the marketing equity budget, flawless tracking & providing timely updates as when required to management.

- ✓ Bottom-up sales view of existing and new product development/ key activities.
- ✓ Analyze the sales trends and recommend changes to sales and marketing plans to drive sales and improve margins.
- ✓ Effective development and delivery of key customer presentations (Business reviews, planning session, product launch, product images, branding, promotion, trainings).
- ✓ To produce a regular monthly report on the performance of your team as individuals and with respect to your sales targets for the Senior Management.
- ✓ Implement training and motivation programs for the sales force which enables them to work to sell the product and ensure that they achieve the targets.
- ✓ Comparing sales plan versus actual values and analyzing deviations.
- ✓ Propose sales promotion plan/schemes and successfully implement sales support activities to generate and close new leads.
- ✓ Maintain, monitor, and regularly evaluate pricing and contracts with channels so as to provide products and services that meet standards of quality, timeliness and cost.
- ✓ Motivation and education of executives and objectives will be to get them to spend a maximum amount of time to work to sell the products and ensure that field staffs achieve sales.

Arabian Trading Supplies KSA

Mar'12-Apr'15

Key Account Executive

Key Accomplishments:

- ✓ Achieve primary and secondary sales ensuring effective distribution of Company's products.
- ✓ Prepare sales/call reports showing sales volume, potential customer, and area of customer product line expansion.
- ✓ Implement training and motivation programs for the sales force which enables them to work to sell the product and ensure that they achieve the targets.
- ✓ Effective development and delivery of key customer presentations (Business reviews, planning session, product launch, product images, branding, promotion, trainings).
- ✓ Ability to cope with dynamic market conditions and develop sales strategy accordingly.
- ✓ Propose sales promotion plan/schemes and successfully implement sales support activities to generate and close new leads.
- ✓ Obtain a position that will enable use of strong sales skills, marketing background and abilities work well with co-workers and clients, participating distributor sales meetings, introducing new brands, product and promotional programs.
- ✓ Use sales and marketing-oriented skills in the best possible way to achieve the company's sales goals.
- ✓ Comparing products and their substitutes based on a range of criteria.
- ✓ Ability to work in high-stress environments and to make complex decisions regarding pricing.
- ✓ A keen planner with proven track records of consistently achieving pre-set targets, investigate and resolve account issues in order to sell more product.
- ✓ Utilize business development/sales skills at a progressive organization where these skills can make a significant impact on the bottom line.
- ✓ Present company price list, credit terms and distributor agreement to new and current direct buying customer to gain new or additional orders/products.
- ✓ Ensure excellence in execution of market activation that drive unmissable visibility in store, manage the marketing equity budget, flawless tracking & providing timely updates as when required to management.
- ✓ Securing sales, market opening, opportunities hunting, follow up, Prepare and present the budget, performance, and plans of the new business in BOD meetings.
- ✓ Effective development and delivery of key customer presentations (Business reviews, planning session, product launch, product images, branding, promotion, trainings).

Liberty Tea Company Mumbai**Mar'08-Feb'12****Sales Manager****Key Accomplishments:**

- ✓ Responsible for First in and First out strategies so as to assured minimum expired goods.
- ✓ Helped in resolving critical issues related to sales, and escalated important matters to upper management.
- ✓ A keen planner with proven track records of consistently achieving pre-set targets.
- ✓ Relationship-development expertise that compliments the ability to aggressively build solid client base and drive revenue growth.
- ✓ Trained new members of the sales force – Monitored the performance of different personnel associated with a project and compare it to the month's objectives.
- ✓ Proficient at maintaining cordially relationship with customers, insuring quality and services norms to achieve customer's satisfaction and business retention.
- ✓ Identified resource requirements and assigned responsibilities to different sales staff through proper coordination.
- ✓ To analyze and implement the stock rotation of the product.
- ✓ Established and maintained strong relationships with Distributors& Retailers so as to maximize Co relations, efforts for the desired goals.
- ✓ Performance-driven insightful corporate client with a proven ability to achieve and exceed all business-development and revenue-generation goals in high-pressure environments.
- ✓ Communicated with clients and merchants to improve and develop business relationships cordially in addition to maintaining constant follow-up on their feedback.
- ✓ Prepared client surveys for sales projects – Evaluated several areas of improvements in current sales techniques.
- ✓ Performance-driven insightful corporate client with a proven ability to achieve and exceed all business-development and revenue-generation goals in high-pressure environments
- ✓ To maintain channels and to assigned new channels.

Reliance Telecommunication**Jan'06-Feb'08****Team Leader****Key Accomplishments:**

- ✓ Handling a team of sales executive.
- ✓ To ensure and provide executive the different product knowledge so as to give the appropriate schemes to retailer & customer according to the customer needs.
- ✓ To promote sales volume through retailers servicing and satisfaction.
- ✓ To ensure that at specific time activation occurred.
- ✓ To ensure and maintain a co relation between distributors & Retailers so as to maximize (Prepaid) sales.
- ✓ To maintain and constant follow up so as to make a maximum prepaid activation.
- ✓ Managing relationship with the team & customer regarding queries so as to satisfy need
- ✓ Developed Retailer base through network and preparing and maintaining all Managing relationship with the team & Retailers regarding queries so as to satisfy the needs.
- ✓ Relationship-development expertise that compliments the ability to aggressively build solid client base and drive revenue growth.

Scholastic Credentials

2005 Master of Business Administration (MBA) Marketing management & minor with Human Resource (H.R.) from VBS Purvanchal University, Jaunpur(U.P.).

2003 Bachelor of Arts (B.A.) from VBS Purvanchal University, Jaunpur (U.P.).

IT Skills

- ❖ Proficiency in Office Packages (MS- Excel, MS- Word, Power Point).
- ❖ Internet.

Personal Details

Nationality : Indian.

Sex : Male.

Date of Birth : 01st of July 1981.

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DATE:
PLACE:

MOHAMMAD ASHRAF KHAN