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Dammam, Eastern
Province

EDUCATION

Master of Business
Administration: Marketing
, System and Operation
SCMS Cochin, India, April
2014

MD ANATUR RAHMAN

PROFESSIONAL SUMMARY

Results-driven executive with 7 years of progressive experience in Industrial Packaging Ink , Retail and Banking industry . Exceptional leader, change manager and complex problem solver. Proven skills in operations oversight, policy development and process improvements.

WORK HISTORY

July 2016 - Current **M/s. Saudi Paint Co - Sr.Sales Executive**,
Dammam, Saudi Arabia

- Responsible to increase the Sales Volume of Roto and Felexo Printing Packaging Chemical (Ink and Solvents)throughout KSA.
- Worked 4 years for handling business of region Jeddah, Makkah ,Madina ,Yanbo,
- Responsible for business of Solvents like Ethyl Acetate, Methoxy ,Propanol, Ethanol and many others chemicals.
- Responsible for Industrial Paints:- Epoxy ,QD paints ,Stoving Enamel, Bitumen Coalter.
- Handling group of 15 member including BDE team and Warehouse Team.
- To lead and supervise the sales team in achieving assigned sales targets and to increase the market share with regard to the company's products.
- To ensure that high quality service is provided to the customers and continuous improvements are made in accordance with the customer satisfaction level:.
- Also enhance the scope of new products (Like Water Based and Offset).
- Implement the sales and marketing strategies to achieve the sales targets and increase the market share in the market.
- Manage the overall sales of the entire range.
- This involves planning, directing, supervising and controlling the

activities of the domestic sales team.

- Scan the market and visit customers (specifically pre-qualification bodies) with the intention of generating enquiries or trying to fulfill customer requirements.
- Guide the sales team in introducing the company's products to the distributors, retailers, consultants and contractors and ensure that only commercially viable quotations which are in conformance with the company's policies and procedures (including pricing and discount structures) are given to the customer.

May 2015 - January 2016 **ICICI Bank - Deputy Branch Manager**

- As a team member, I was responsible for.
- Handling customer service.
- Listening to customer requirements and presenting appropriately to make a sale.
- Maintaining and developing relationships with existing customers in person and via telephone calls and emails.
- Cold calling to arrange meetings with potential customers to prospect for new business.
- Manage customer privilege bank account, open, close and transaction.
- Resolve issue with banking service and accounts.
- Refer clients to in-house financial experts as needed.
- Present financial products and services to existing and prospective customer.
- Acting as a contact between a company and its existing and potential markets.
- Negotiating the terms of an agreement and closing sales.
- Gathering market and customer information.
- Develop and enforce collaborative working relationships with customers.

September 2014 - February 2015 **Decathlon India - Sales Manager**,
Hyderabad, India

- I was responsible for.
- Handling Customer in the Outlet.
- Taking care of visibility of the product.
- Organizing and Maintaining the stocks in the outlet.

- Providing Potential Customer Service.
- Maintains professional and technical knowledge by attending educational workshops, reviewing professional publications, establishing personal networks, participating in professional societies.
- Coordinating with the team members in order to push the maximum sales.
- Responding to incoming email and phone enquiries.
- Gaining a clear understanding of customers' requirements.
- Attending team meeting and sharing best practice with colleagues.

April 2014 - November 2014 **BEACON INDIA - CAD/CAM Consultant**,
Bangalore, INDIA

- Develops and expands a portfolio of corporate clients by networking and marketing
- Assesses client IT needs and makes recommendations, including IT equipment and service packages
- Prepares sales visits and presentations to pitch product, service, and combination packages to clients
- Demonstrates IT equipment to highlight product benefits
- Negotiates sales, package discounts, and long-term contracts with clients
- Provides technical advice after sales
- Establishes sales goals and implements a plan to meet those goals
- Tracks progress toward goals and documents sales performance
- Becomes fluent in all products and services offered by the employer through testing, demonstrations, and research
- Answers questions, describes benefits, and discusses pros and cons of various competing products or services
- Gains familiarity with the IT industry, and stays updated on trends and innovative products
- Creates marketing literature and web-based features to promote products and time-sensitive sales
- Attends trade exhibitions and industry events to learn about cutting-edge products and sales
- Works for technology manufacturers, software manufacturers, IT consultancies, and technology solutions organisations

SKILLS

- Offer negotiation
- Business pipeline development
- Revenue generation
- Software handling like Orien , Microsoft Dynamic
- Supplier relations
- Sales account management
- Price negotiation
- Specials cross-selling
- B2B marketing

ACCOMPLISHMENTS

- Participated in a certified course on Automobile Dealership Management jointly conducted by Kuttukaran Foundation and SCMS Cochin School of Business in 2013.
- Successfully completed Projects on “Study of Logistics Management in JMT Auto Ltd”.
- Successfully completed Certification on “Logistics & Supply Chain Management” certified by “Confederation of Indian Industry Institute of Logistics”.
- Demonstrated success record in:.
- Distilling value, overcoming objections and securing hard to close deals.
- Experienced with both Logistics Support and direct sales and Delivery strategies and tactics.
- Motivating staff to peak performance levels.
- Proven record of initiative and success in A-level relationship development, and project management within environments, from small projects to large-scale.