



# VEENA K BABU



+91 87145 58161



veenakb1201@gmail.com



UAE Driving License



Abu Dhabi, UAE



20th December 1990



W 3215754

**SALES MANAGER / ADMIN**

## SKILLS

### INTERPERSONAL SKILLS

Ability to work under pressure  
Excellent Customer Service  
Extensive knowledge of Sports Products  
Generating Leads  
CRM and Office Management Software  
Brand Management  
Teamwork and excellent communication  
Maintaining relationship with clients  
Problems- solving skill  
Office Supervision

### COMPUTER SKILLS

MS Office  
Adobe Acrobat  
Power Point

## PROFILE

Accomplished Sales /Administartion Professional with 9 Years of expertise in a broad organizational works with strong base in UAE Sports Contracting.

## EXPERIENCE

Raymond Sport LLC, Abu Dhabi



Sales Manager / Admin

November 2020- October 2022

Raymond Sport LLC, Abu Dhabi



Senior Sales Coorindator & Office Admin

October 2013- October 2020

## EDUCATION

Annamalai University



Master of Business Administration (Marketing)

May 2018- May 2020 ; GPA : 7.2

Mahatma Gandhi University



Bachelor of Computer Application

June 2008- March 2011; GPA : 6.3



Raymond Sport L.L.C

Sales Manager / Admin

November 2020- October 2022

## **RESPONSIBILITIES**

### **Market Research:**

- Conducting market research to identify new potential customers.
- Analyzing market trends to identify new products in the market and understanding their advantages and disadvantages.
- Planning and assisting with new product releases and events.
- Maintaining technical knowledge by attending educational workshops, establishing personal networks and participating in professional societies.
- Business Development:
  - Establishing contact with new customers to inform them of our products, understanding their need and how we can help them.
  - Providing potential customers with support, information, and guidance by performing product demonstrations to them and gathering their feedback.
  - Following up with the new customers after the presentation to negotiate contracts and packages.
  - Ensuring all details of the contract are compliant with our rules & regulations.
  - Following up with the Procurement & Logistics team with regards to sending them the products and ensuring that it reaches them on time.

### **Marketing:**

- Coordinating with the Marketing Department for any new materials that need to be done.

### **Sales:**

- Maintaining relationships with existing customers by providing them with support, information, and guidance.

- Recommending new products to existing customers as per their need and providing them with support, information, and guidance to ensure a great relationship with them.
- Providing existing customers with support, information, and guidance by performing presentation to them and gathering their feedback.
- Assisting the customers in answering all product-related questions in a professional and timely manner.
- Recommending new service improvements to further build on the relationship.
- Advising helpful new product recommendations and suggestions to customers to increase revenue.
- Negotiating contracts and packages with existing customers.
- Maintaining quality service by establishing and enforcing company standards.
- Contributing to the team effort by achieving the annual target set by the management and assisting the team when needed.

#### **Data Tracking:**

- Preparing reports by collecting, analyzing, and summarizing information and maintaining accurate records of orders received.

#### **Orders:**

- Placing orders to the concerned purchase coordinator.

#### **Invoicing:**

- Coordinating with the Finance Department to ensure proper invoicing of the products and following up with them with regards to the collection/payment.

#### **Delivery:**

- Coordinate with the warehouse for the timely deliveries.

#### **Administration:**

- Manage office supplies stock and place orders
- Prepare regular reports on expenses and office budgets
- Maintain and update company databases
- Organize a filing system for important and confidential company documents
- Update office policies as needed
- Recruit, evaluate and hire new employee based on criteria agreed upon by management.



Raymond Sport LLC, Abu Dhabi

Senior Sales Coordinator & Office Admin

October 2013 - October 2020

## **RESPONSIBILITIES**

- Providing administrative support to Human Resources, Finance and Operational Department including scheduling meetings and with expense reports and document arrangements.
- Provide a complete secretarial and administrative service to the manager and team member to streamline and organize work.
- Involve managing a complex senior executive calendar that includes scheduling meetings and submission of Project Documents, training and group events.
- Preparing Leads to the inquiries and Sales support with technical needs
- Manages and maintaining the electronic filing system to handle records of management and project database files.
- Provide troubleshooting assistance for customer order, account statuses and relevant problems.
- Supporting sales team with required guidelines and documents.
- Managing sales tracking within the leads.
- Stay up-to-date with new product and feature launches to ensure sales team is on board.
- Review pending orders and specific customers' requests to ensure excellent customer services and Experience.
- Produce various forms of documentations such as Tender Submissions, Project Presentations, Technical/Material Submittals, Method Statements, Operation and Maintenance Manuals, Asset Log, Spare parts and Warranty Certificates.
- Maintaining front office managements for Enquiry Calls and Office Controls.
- Coordination with Warehouse/Store management teams to ensure the material inward and outward are in timely/effective manners.
- Ensure the adequacy of the sales related equipment and material.

- Handle the processing of all orders with accuracy and timelines.
- Notifying client of unforeseen delays and problems.
- Preparation of Variations to Clients/ Contractors.
- Maintain the database of the clients.
- Providing assistance to the accounts department for the submission of invoice, payment collection and LC submission.
- Payment follow ups in case of emergencies.
- Taking approvals on products from the relevant authorities prior to the works.
- Requesting gate pass by providing the required documents by the client/contractor.

## **DECLARATION**

I hereby declare that the particulars furnished above are correct to the best of my knowledge and belief.

**Veena K Babu**  
**Abu Dhabi, UAE**