



Imteyaz Khan

14+ experience in building materials in the segments of B2C, B2B & Modern Trading

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"To progress into senior management position in sales and marketing field preferably in a challenging role in Showroom Management, Channel Sales, Corporate Sales, Consumer Durable, FMCG Sales, Key Accounts area."

ORGANISATION EXPERIENCE

RachTR Chemicals Pvt Ltd (Adhesive Co)

January,2020 to Till date

Senior Area Sales Manager (Mumbai-India)

- * Heading the team for the Trade Distribution & Project sales , strategist key account management and new market entry initiatives.
- * Relationship Management with Consultants, Architects, Interior Designers (Influencers).
- * Retaining key focus on business development, planning, implementing and coordinating sales activities to achieve sales and gross profit margins.
- * Formulating business and marketing plans, budgets and proposals, tracking competitor activity and generating management reports for analysis and evaluation.
- * Driving awareness and demand for RachTR Chemicals products within the designated region through active networking, trade events and distributor meets.
- * Coordinating across the distribution network, managing route logistics and bringing effectiveness into the supply chain in addition to guiding the distribution and export team to achieve yearly targets.
- * Identifying and proposing training requirements for distributors and end users.
- * Main point of contact between the company and authorized re-sellers / clients and distributors in assigned region.

Omega Paints and Chemicals Industry WLL

January,2018 to January,2020

Sales Manager (Bahrain)

- * To ensure consistent sales growth in terms of value - achieving monthly / annual targets.
- * To ensure consistent growth of number of doors – within Bahrian which needs to be achieved with the following strategies:
- * Maximize sales for each brand within Wellness United portfolio in various distribution channels.
- * Existing brands – review weekly, monthly, 6-monthly sales per each brand, achieve sales targets per brand;
- * Possess detailed knowledge of each brand: positioning, commercial policy, annual sales commitments, ingredients of the products, benefits, knowledge of retail products, and general knowledge of professional products and treatment procedures;
- * Prepare annual realistic sales forecasts/targets for each brand and territory based on annual purchase commitments, market trends, competitive activity, promotional strategy, total expenditures per brand and its targeted profits;
- * Penetrate distribution channels required for each brand, considering brands' USPs, commercial policy, pricing policy and competition;
- * Conducting presentations to potential business clients,AD & Architect.
- * Keeping communication with brands' head office regarding any sales approvals, etc.
- * Performs sales activities on major accounts and negotiates sales price and discounts in consultation with PR/Marketing

Manager/Distribution Division Manager & Managing Director.

* Ensure implementation of products merchandising guidelines in retail stores, spas, products display etc. Collaborate with Marketing Manager on implementation and execution of such standards.

* Implementing sales promotions and special sales offers/campaigns whenever required to drive sales and turn around stocks with short expiry dates well in advance of expiration

Danube Home

December,2013 to December,2017

Showroom In charge (Dubai -UAE)

* Managing team of retail executives and ensuring proper upkeep of show room.

* Minimum 45% conversion in first year and over 65% eventually by adopting innovative tactics.

* Review Sales Order and all the contractual documentation in order to detect discrepancies and prevent any misunderstanding that could potentially cause delays.

* Sales reconciliation business wise with dispatch and production dept and submitting to the Management

* Product wise and business wise inventory analysis, ageing, submitting reports to management for alternate use, disposal of obsolete/slow moving inventory.

* Receivables analysis, short collection analysis and submitting reports to management, initiating legal action against defaulting customers.

* Perform billing, collection and activity reporting following established protocols, Complete account reconciliations and process adjustments.

* To provide training and support to company staff in the use of Excel and Retail Sanitary ware products, Tiles,,Marbles',,,Hardware & Electronic products.

Kohler Corp India Pvt Ltd

March,2011 to December,2013

Territory Sales Manager (Mumbai-India)

Worked proactively as Territory Sales Manager an important associate of Sanitary & Bath fitting, responsible for meeting budgetary and sales targets through motivating Territory Dealers for consistently achieving and surpassing Key Performance Indicators.

Responsible for ATL & BTL promotional activity, maximizing Sales, Distribution, Product visibility & Display related objectives through leveraging the planned resources & infrastructure at the Area Level within the values and parameters set by the company,

Achievement of Volume and Value targets by Month, QTR & Year.

Asian Paints India Pvt Ltd

May,2007 to March,2011

Senior Territory Sales officer (Pune- India)

Meeting with Key Architects, Builders, Interiors consultants, contractors and generate business through them, Identifying new business opportunities and projects and converting them into clients,

Making proper presentation about the company, concept, product and features to the customer.

Demand Generation activity through visiting sites and cold calling.

Dealer Relationship Management.

Formulating strategies, schemes and proper execution of the same.

Generating sales of 8.1 crores annually. Grew by 10% by volume and 20% by value.

Cracked 2 major competition dealers and installed DTS at their counters.

Met with dealers, contractors, end-users to define new product requirements and work with product development to document these requirements in product specifications.

Novartis Pharmaceuticals

Sales Representative (New Delhi-India)

October,2002 to December,2003

*Handle chemist, distributors network.

* Responsible for meeting budgetary and sales targets of consistently achieving and surpassing Key Performance Indicators.

*Meeting with doctors for promoting the product(Diovan Gold)

EDUCATION

MIT School of Business

August,2005 to April 2007

Master in Business Administration

Specialized in Marketing with 2 year full time course.

SKILLS

Business Development, Distribution network handling, Modern Trade Managing, Managing, RetailsNetworks,New Market expansion,Business Stragey Sales,CRM,Team Handling

PERSON DETAILS

Personal Details

Birth -01/03/1981, Nationality - India, Passport No - T0983789, Marital Status - Married, Language - English,Hindi,Urdu,Arabia.