



SREERAM VIRIYANGATTIL

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Key Account Management/Sales Management/Operations

- Dynamic and Assertive Professional with over **8+ years of UAE work experience in Key Accounts & Sales**
- Results focused professional with Bachelors in Business Administration
- Excellent communication & presentation skills
- Exceptional organizational & research skills with high attention to detail
- Excellent interpersonal & people management skills; expertise managing organizational activities
- Professional, enthusiastic, & reliable team worker with first-rate planning & management expertise
- Having a proven track record of working within a target driven environment and of achieving sales targets consistently
- Ability to synthesize, plan, & present creative professional business presentations
- Problem-solving and analytical skills to interpret sales performance and market trend information.

Areas of Expertise

Excellent Communication
Sales Initiatives
Account Development

Retail Sales
Customer Relationship Building
Time management

Marketing/Promotions
Brand Management
negotiation

Professional experience

AI MANEEDA GENERAL TRADING

MARKETING & SALES JAN 2020

suppliers of world class equipments for Hypermarkets, Supermarkets, Restaurants, Cafeteria, Bakeries, Industrial and Central Kitchens, all under one roof with more than 3000 types of equipments and a reliable source for complete storage solutions and racking systems. Our goal is to continuously improve the products and services to cater to your bottom line requirements to your utmost satisfaction. One stop solution for all you supermarket equipment and kitchen equipments, chillers, supermarket shelf



Senior Key Accounts executive and supervisor July 2014 to 2019 Dec

Exclusively handling Carrefour Hypermarkets & Carrefour Express.

- Handling brands like Seara, Farm Fresh, McCain, Emborg, ITC (Aashirvad), Shan, Frangosul, Klassic.
- Introduce the company's profile and communicate the selection of products available.
- Monitoring distribution, shelving, and display as per company guidelines.
- Focus on increasing the sales and supervise the sales process by follow up on orders, deliveries and collections.
- Provide market feedback to the Sales Manager regarding movement of goods / brands.
- Make sure of the Order Process Cycle LPO Collection (Regional or Branch / Warehouse) to Delivery in coordination with Supply Chain.

- Handle and respond to existing products queries from clients quickly, effectively and accurately.
- Plan and execute various activities as per company strategy to secure our products' availability and visibility on the market place
- Periodic market visits as per set route plan to control the visibility, availability, pricing, promotions & competitor events
- Development and implementation of key accounts plans
- Achieve sales Collection and GP targets.
- Forecast, implement, analyze and attain the maximum performance and identify the opportunities and threats to maintain and improve on sales.
- Build and maintain effective customer relationships in order to build strong loyalty.
- Be proactive in solving account related issues and provide account with high level of service.
- Ensure payment of receivables.



(Easy mart trading L.L.C)

Sales supervisor May 2013

- Maintain coverage of the nominated customers at the agreed coverage frequency regardless of limitations/ other priorities.
- Deliver distribution, shelving, availability, pricing and display per company guidelines.
- Manage accounts like B and c classes
- To plan promotions for upcoming events/occasions, for instance, Ramadan & Back to School
- To achieve/manage promotions allocations periodically issued.

- To achieve appropriate level of inventory at account and head office level to support the off take and other visibility initiatives.
- Handled brands like(KITKAT, MILKYBAR ,MACKINTOSHS,AERO,NIDO, NESTLE CREAMS,NESQUIK,COFFEE MATE,MILO,CERELAC,NESCAFA,MAGGI,NESTLE CONDENSED MILK,NESTLE INFANT FOODS,NESTLE CONFLAKES,MAGGI)
- To keep up-to-date account information regarding business performance (volume, visibility, pricing, collection, competition information) and use the data available to drive the business forward.
- To negotiate with the decision makers over the listing fees, rentals and gondolas.
- To liaise with the principal company during various issues like stock arrival, planograms, listing fees, availability and visibility.
- To be able to propose business building plans via enrollment of accounts in 'Retail Visibility Program' based on the need of the account and existing opportunities.
- Be alert in registering any business opportunities and preparing action plans to capitalize on them.
- Prepare data oriented conceptual selling presentations to achieve accounts alignment on important matters
- To achieve/ manage promotions, allocations whenever issued.
- Be proactive in solving account related issues and provide account with high level of service.
- Be able to demonstrate that the company policies/ proposal/ recommendations/ plans are fair and are in the mutual interest of both parties.
- Prepare periodic business reviews to update the accounts along with action plan to achieve the set objectives.
- Keep track of all account agreements and their timely renewals per direction.
- Issue timely payment to the accounts against various agreements.
- Promptly inform Unit Manager regarding current/ potential business issues.
- To submit periodic section reports in a timely manner.
- Handling 6 merchandisers in different markets.
- To maintain an up-to-date tracking sheet for the monthly priorities as issued.

- To keep accurate data sufficient to understand and analyze the section business.
- To maintain up-to-date filing system to supplement smooth running of section.



Sales promoter 2011

Worked with AXIOM telecom company as part time .

Axiom Telecom LLC retails and distributes mobile devices and accessories. The Company offers mobiles, tablets, adaptors, batteries, headsets, chargers, covers and cases, memory cards, screen protectors, speakers, and other related products. Axiom Telecom serves customers in the United Arab Emirates.

Professional Achievement

- Awarded “**Best Achiever**” for the month of Sep’2015 at Farm Fresh llc
 - Awarded “**Gold medal** “ for the month Feb 2015 at Farm fresh llc
 - Awarded “**Gold medal** “ for the month March 2015 at Farm fresh llc
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Academic Qualification

Bachelor in Business Administration (BBA)
City College Ajman

Higher Secondary Education(HSE)
NEW INDIAN SCHOOL RAS AL KHAIMAH

Secondary School Leaving Certificate(SSLC)
NEW INDIAN MODEL SCHOOL SHARJAH

Specialization in Sales & Marketing

Core Modules

Marketing Management, Human Resource Management, Organizational Behavior, Production & Operations Management, Leadership & Management, New Product Marketing

Technical Proficiencies

Technical: MS Office Suite (Word, Excel, PowerPoint), MS Outlook, Internet & Email

Linguistic: English, Hindi, Arabic, Malayalam

Personal Details

Nationality	: Indian
Date of birth	: 7 November 1989
Social Status	: married
Driving License	: Valid Light Vehicle Driving License
Visa	: Employment Visa

Interests

: Body building, cricket,Pencil Sketch & dancing