



C.Z Syed Arfath Ullah

Sales & Marketing Professional

✉ syed17081993@gmail.com

☎ +966 571434526

🏠 Bangalore, Karnataka, India



Key Skills

Channel Sales & Business Development

Distribution & Retail Expansion

Revenue Generation

Product Positioning/ Availability/ Visibility

Client Relationship Management

Distributor Management & Negotiation

Team Building & Training

Key account, Traditional Trade and Horeca Business Development



Soft Skills


Negotiator


Collaborator


Motivational Leader


Communicator


Thinker


Planner

Targeting assignments in **Sales & Marketing/ Business Development/ Client Relationship Management** with an organization of repute.

Location Preference: Middle East, Europe

Targeted Industry : B2B, B2C



Profile Summary

- ▶ A result-oriented professional with nearly **9 years of experience in Sales**, with track record of increasing profitability and achieving business objectives.
- ▶ Skills in breaking new avenues & driving revenue growth and proactively conducting opportunity analysis by keeping abreast of market trends/ competition moves to achieve market-share metrics.
- ▶ Administering the business in Jazan, Khamis Mushayt and Abha region, **leading a team of 9 Salesmen, almost 1500 Retail Outlets, 200 Horeca Customers, with an annual sales turnover of 11 Million SAR.**
- ▶ Pivotal in driving new business by conceptualizing plans, streamlining retail channel networks, achieving monthly/ yearly targets with focus of delivering ROI for a positive business flow.
- ▶ Deft at strategic involvement in the solution designing for major key deals for collocation and enterprise data.
- ▶ Skilled in formulating plans, translating product & business strategies into executable channel plans, and driving its implementation; recognized for creating 175 new retail outlets in a year.
- ▶ Proficient in initiating & developing relationships with key decision-makers in target organizations for business development; building and nurturing relations with clients to ensure their retention and continued patronage.
- ▶ A proactive learner with flair for adopting emerging trends and addressing requirements to achieve organizational objectives & profitability norms with effective communication, relationship management and analytical skills.



Career Timeline



Academic Credentials

Career Contour

Oct 2021 to till date



BHAWAR SALES CORPORATION
Nov 2020 – Sep 2021



• **B.Com General** {Discontinued} from New College, Chennai, India

• **High School Diploma** from Vijay(Boys), Dharmapuri, India

Other Course:

• Diploma in Computer Application from TCDS

Sales Supervisor (Traditional Trade)

Al Ajlan Group (Pure Beverages water company)

Key Result Areas:

- Lead the project in launching Retail division of As Shifa branch of Riyadh (Central Region).
- Successfully **build and trained the team of 23 Van Salesmen for Retail sales operations in As Shifa branch.**
- Successfully contracted the key customers in first phase such as **Garden restaurants, Pillso Café, Al Nahdi Markets etc.**
- Providing in-depth analysis of markets, industry trends, competitors, and clients for improving strategic planning and decision making.
- Exploring potential business avenues, managing marketing & sales operations for achieving the business targets; initiating market development efforts and increasing business growth.
- Formulating & implementing action plans/ strategies for maximizing sales and setting target & goals, new business development and so on.
- Cultivating excellent relationships with new prospects & existing customers.
- Supervising the entire team, managing customer service, providing first line customer support by answering queries & resolving all the issues regarding sales.
- Managing network of Channel Partners across assigned territories for deeper market penetration & reach.
- Interacting with the customers to gather their feedback regarding the product satisfaction.

Branch Incharge:

- A keen planner and implementer with skills in devising and implementing strategies aimed at managing retail operations.
- In market selling to distributors and delivery of monthly priorities.
- Analyze territory business and sales fundamentals to identify opportunities and make action plans to bridge the gaps.
- Review business and analyze daily reports to identify opportunities to improve business with stewardship guidelines.
- Responsible for developing execution plan and initiatives for selling in the assigned region.
- Quality execution of Go to Market initiatives delivering targeted productivity and SBD.
- Interface with P&G and customer teams to ensure service improvement, overseeing optimum inventory management, enabling sufficient support for Sub – D and branch business.
- Lead, motivate and support the team to ensure they are able to perform at their best. Manage work plans, performance reviews, coaching, training, keys to excel etc.
- Exploring potential business avenues, managing marketing & sales operations for achieving the business targets; initiating market development efforts and increasing business growth.
- Leading the sales efforts of the organization by developing and maintaining a productive long-term relationship with the client, acquiring a deep understanding of the distributor's requirements as well as acquiring an in-depth understanding of categories and market, executing stewardship in their business at all times as aligned in the plan process.

June 2016 – Sep 2020



Sales Supervisor Hana Food Industries Co.

Key Result Areas:

- Providing in-depth analysis of markets, industry trends, competitors, and clients for improving strategic planning and decision making.
- Planning for ensuring achievement of divisional and personal target, aligning with company sales policies and strategies.
- Imparted training to the company dealers & workforce to put in efforts to follow the best distribution & merchandising practices.
- Tracking competition & market movement; evolving marketing & sales strategies in-line with current market scenarios; driving new initiatives for the territory.
- Leading dedicated teams for running successful business operations.
- Led Territory Sales staff for managing customer service operations; rendered & achieved quality services and provided first line customer support by answering queries & resolving issues.

Highlights:

- Achieved key targets in the distribution network (sales, revenue) in the territory and increased the retail outlet sales by 20%.
- Accomplished 100% customer satisfaction by ensuring product availability & visibility & accessibility.
- Ensured reconciliations of customer dues within given time frame.
- Suggested innovative ideas that could be applied to the target customer to increase the sales.
- Leading the team in creating awareness to make sure the product's availability, accessibility and visibility at the best standards.
- Worked as In-charge of a large department having an **annual turnover of 11 million Saudi Riyal**.
- Led a team size of 9 Salesman to deliver primary & secondary sales target.
- Created sales campaign that enabled ties with potential customers.
- Exceeded sales target by in a year; successfully negotiated and closed new sales, prepared proposals, and quotations, negotiated, and gained new contracts.

Sales Team Leader

Highlights:

- Build rapport with potential customers.
- Visit every business on team member's assigned route: offices, restaurants, outlets, shops, all businesses and organizations.
- Introduce Signarama to businesses and explain the promotional materials and specials.
- Administered all case failures and shortage areas and escalate issues to Manager.
- Introduce services, generate interest on the part of the prospect, collect accurate sign layout, create estimates on the information collected.
- Maintain a consistent and organized follow up system thus ensuring timely follow up on all leads.
- Pricing, preparing quotes for every potential lead. Precise negotiation to close Sales. Ensure collection of deposits and in-full payments.
- Maintain an organized, clean and professional work area and personal appearances at all times.
- Created an increased record sale of 200% than the existing sales thus paved pay for a foundation of new branch of the franchisee. Bagged a young business executive award for achieving this milestone.

Dj Signs Pvt. Ltd.

Jul 2013 – Mar 2016



Extracurricular Activities

- Won prize in computer assessments in school days.
- Candidate of National Cadet Corps.
- Zonal level Chess player in Tamil Nadu.

Core Competencies

Strategic Planning, Brand Merchandising, Market Expansion, Selling Story Development, Network Development, Competitive Analysis, Client Servicing, Team Management.

Personal Dossier

Date of Birth: 17th August 1993

Languages Known: English, Arabic, Urdu, Hindi, Tamil, Kannada, and Malayalam.

Marital Status: Single

No. of Dependents: 2

Passport No.: L8744263

Visa Status: Employment

Nationality: Indian

Driving License: Valid