

NAGALINGAM RAVI

EXPERIENCED AND RESULTS-DRIVEN SALES PROFESSIONAL

TO WHOM IT MAY CONCERN,

I am writing to express my strong interest in the Sales Manager position at your esteemed company as advertised. With a proven track record of **over 15 years in the sales and marketing domain**, I am excited about the opportunity to leverage my experience to drive revenue growth and exceed targets for your esteemed organization.

Throughout my career, I have successfully managed key accounts, developed and executed sales strategies, and fostered strong client relationships. **My international experience includes working in Qatar and Dubai**, where I contributed to expanding customer bases, increasing sales revenue, and promoting premium brands. Additionally, my exposure to diverse markets has honed my ability to adapt to various customer preferences and cultures.

My fluency in English and Foreign work experience enables me to effectively communicate with a wide range of clients, ensuring seamless interactions and understanding. My proficiency in strategic sales planning, negotiation, and team leadership equips me to contribute to your organization's growth and success.

I am confident that my skills and experience align well with the requirements of the Sales Manager position at your esteemed company. I am **eager to bring my dynamic approach, passion for sales, and results-oriented mindset to your team**. I welcome the opportunity to discuss how my contributions can drive your sales initiatives forward.

Thank you for considering my application. I am looking forward to the opportunity to further discuss my potential contributions in an interview. Please feel free to reach me at +974 7064 2756 or +974 5537 2661 or nrave4@email.com to schedule a conversation.

SINCERELY,

N. Ravi

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CONTACT

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 Doha, Qatar

EXPERTISE

- Proven track record in building and nurturing strong customer relationships through exceptional service and effective communication, resulting in customer loyalty and repeat business.
- Strong leadership skills exhibited through successful management of sales teams, fostering motivation, collaboration, and a positive work environment.
- Consistently met and exceeded sales targets, achieving outstanding results by employing effective sales techniques, and persuasive communication to close deals and secure business growth.
- Specialized knowledge in premium brands and products, especially in the electronics and bathware sectors.
- Demonstrated ability to develop and execute comprehensive sales strategies tailored to diverse customer segments

SKILLS

Facebook Marketing

Lead Generation (Google & Whatsapp)

Microsoft Office Expert

EDUCATION

GCE (Advance Level) - Bio Science
Royal College, Colombo 07
1997 to 2000
03 Credit Passes & 01 Simple Pass

GCE (Ordinary Level) - Commerce
Christ King College, Ja-Ela
1986 to 1997
07 Distinctions & 01 Credit Pass

PROFILE

Experienced and results-driven Sales and Marketing professional with over 15 years of international expertise in driving revenue growth, fostering customer relationships, and leading high-performing teams. Proven success in diverse roles across **Sri Lanka, Qatar, and UAE**, specializing in **B2B, B2C, C2C, Retail and Corporate Sales**. Recognized for **exceptional customer service, adaptability to evolving market trends, and leveraging product expertise** to guide consultative sales. Possesses a **Qatar driving license** for auto cars, enabling seamless mobility for business engagements.

WORK EXPERIENCE

Sales & Operations Manager (GM)

Dynacom Engineering (Pvt) Ltd

March 2021 to Present

- Led a high-performing marketing development team comprised of 6 Executives.
- Provided clear direction, mentorship, and guidance to team members, fostering a collaborative and motivated work environment.
- Formulated comprehensive sales strategies aligned with company goals and market trends.
- Collaborated with cross-functional teams to ensure seamless execution of strategies and initiatives.
- Successfully achieved and exceeded quarterly (Q1, Q2) and year-to-date (YTD) sales targets for the fiscal year 2021/2022.
- Stayed abreast of industry trends, competitor activities, and emerging market dynamics.
- Designed and delivered training programs to enhance the skill set of the sales team.
- Generated comprehensive sales reports and presented performance updates to senior management.

Showroom Manager (FLAGSHIP SHOWROOM)

Royal Ceramics Lanka PLC (ROCELL)


February 2018 to March 2021

- Provided dynamic and inspiring leadership to the showroom team, fostering a motivated and engaged work environment.
- Managed the day-to-day operations of the showroom, ensuring smooth functioning and exceptional customer experiences.
- Oversaw inventory management, visual merchandising, and store presentation to enhance the overall shopping atmosphere.
- Spearheaded efforts to drive sales growth, contributing to the achievement of monthly sales revenue of Rs. 45 million.
- Developed and implemented strategies to upsell and cross-sell products, maximizing customer purchases and satisfaction.
- Collaborated closely with the sales team to establish goals, share best practices, and provide ongoing training.
- Ensured that every customer received personalized attention and assistance, delivering a high-quality shopping experience.
- Exhibited flexibility in managing dynamic customer demands and varying workloads, ensuring operational efficiency during peak periods.
- Collaborated with vendors and suppliers to ensure timely delivery of products and maintain optimal inventory levels.


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LANGUAGES

English 

Tamil 


Sinhala 

COURSES

- **The Sri Lanka Insurance Institute**
Technical Competency Course in LIFE
Insurance for agents - 2021
- **Institute of Supply & Material Management**
Diploma
2006 to 2007
- **Sri Lanka Export Development Board**
Certificate - Import Export Procedure
2005
- **Mazenod English Academy**
English Language Immersion Course
1997
- **ASTO - Apple Sales Training Online**
Apple Product & Sales Professional Level
2012

REFERENCES


**Mr. Nalin Ravidarsha, Senior Sales
Manger, RM Perera (Pvt) Ltd**

 +94 777 714 966

 ravi@rmperera.lk

**Mr. Sandeep Babu, Senior Sales
Manager, Video Home & Electronics**

 +974 5019 0152

 sandeep@jumboqatar.com

WORK EXPERIENCE

Sales & Marketing Officer (Retail Key Customer)

Video Home & Electronics Centre

January 2015 to February 2018

- Developed and executed comprehensive sales strategies tailored to both retail key customers and project clients.
- Conducted thorough needs assessments to understand customer requirements and propose suitable products and solutions.
- Collaborated with project clients, including developers and contractors, to provide tailored electronic solutions for residential and commercial projects.
- Leveraged product knowledge and industry expertise to advise clients on suitable choices that met their project specifications.
- Conducted compelling product presentations and demonstrations to showcase the features and benefits of electronic products and solutions.
- Led negotiations with retail key customers and project clients to secure sales contracts and agreements.
- Collaborated closely with cross-functional teams, including marketing, operations, and technical support, to ensure seamless project execution and customer satisfaction.
- Oversaw end-to-end project management for assigned clients, ensuring timely delivery, installation, and successful implementation of electronic solutions.
- Stayed updated on the latest advancements in electronic products, technologies, and industry practices.

Sales Representative (APPLE PRODUCT PROFESSIONAL)

Jumbo Electronics LLC, Dubai, UAE

December 2010 to January 2015

- Excelled as a Sales Representative, serving as a primary point of contact for customers seeking electronic products and solutions.
- Distinguished as an Apple Sales and Product Professional since 2012, demonstrating expertise in Apple products, features, and benefits.
- Built and nurtured lasting customer relationships by delivering exceptional service and personalized attention.
- Conducted captivating product presentations and demonstrations, highlighting the functionalities and advantages of various electronic products.
- Employed a consultative selling approach, engaging customers in meaningful conversations to identify their preferences and requirements.
- Identified opportunities for cross-selling and upselling by understanding customers' technology preferences and lifestyle.
- Utilized persuasive communication and active listening skills to address customer objections, build trust, and close sales.
- Leveraged your Apple Sales and Product Professional certification to provide expert guidance on Apple-related inquiries.

Junior Executive

Abans PLC (TOTO Bathware Division)

January 2004 to December 2010

- Provided effective customer support, addressing inquiries, explaining product features, and assisting in purchase decisions.
- Assisted in coordinating administrative tasks, including order processing, inventory management, and documentation.
- Supported the sales team by generating sales reports, tracking orders, and assisting in preparing proposals and presentations.