

Khalid Mehmood

DETAILS

M +92-333-3308020
khalidmehmoodme451@gmail.com

ABOUT ME

Articulated and versatile professional with 18+ years in hand experience in core Sales & Marketing, Retail Development, Customer Services in FMCG Sector.

Certification

- ✓ Certificate Course in Computer Science from PETROMAN COMPUTER INSTITUTE in 1992

IT Skills

- ✓ MS Office
- ✓ CRM
- ✓ Excel

Languages

- ✓ English: Read, Write & Speak
- ✓ Urdu: Read, Write & Speak
- ✓ Arabic – Read & Speak

PERSONAL INFORMATION

- Nationality : Pakistani
- Marital Status : Married
- Relocation / Travel : Flexible 100%

EXPERIENCE

Rabdaan – Abu Dhabi - UAE

(2015 – 2024)

Sales Supervisor

Duties & Responsibilities:

- Operates effectively, efficiently, and economically.
- Manages the administrative aspects of the sales team.
- Ensures optimal service to customers.
- Maintains necessary records and prepares all required reports for management.
- Reviews weekly and monthly sales performance against budget and addresses any variances.
- Identifies current and future trends that appeal to consumers.
- Organizes sales staff schedules.

PHILIP MORRIS PAKISTAN LIMITED COMPANY

(2007 - 2015)

Sales Supervisor – Karachi

Duties & Responsibilities:

- Ensure all salesmen achieve their sales targets.
- Periodically update the customer listing, census of outlets, and coverage plan for all territories.
- Managed the Karachi South region.
- Prepare regular trade visit plans according to the approved frequency of calls to provide optimal service to customers.
- Protect the company's interests by ensuring payments are received for all goods sold, building trade goodwill, and keeping the company informed on trends, developments, and competitor activities.
- Worked on trade segmentation in different areas of Karachi in Sindh.
- Merchandised key outlets.
- Ensure that company products are prominently and attractively placed and categorized in catalogs.

Expertise

- ✓ Retail Space Management
- ✓ Sales & Distribution Management
- ✓ Developing Sales Strategy
- ✓ Business Acumen
- ✓ Project Management
- ✓ Customer Relationship Management
- ✓ Team Building & Motivation
- ✓ Communication Skills

Driving License

- ✓ Qatar (Valid)
- ✓ UAE (Valid)
- ✓ Saudia Arabia (Expired)

AL-AMJAD ESTABLISHMENT (BARNIES COFFEE) JEDDAH-DAMMAM

(2004 - 2006)

Sales Supervisor

Duties & Responsibilities:

- Develop schemes and trade offers for different seasons.
- Conduct regular visits to coffee shops and Hyperstar.
- Control and ensure the smooth functioning of the company's warehouses/depots and manage staff located in various cities (Al-Khobar, Dammam, Jeddah).
- Oversee the administrative aspects of all staff working in the sales team.
- Follow up and reconcile party accounts on a daily basis.
- Formulate and implement standard policies on claims for damaged/returned goods from distributors/market.

QARSHI INDUSTRIES (PVT) Ltd – Karachi Pakistan

(1998-2003)

Area Sales Manager

Duties & Responsibilities:

- Operate effectively, efficiently, and economically.
- Oversee the Karachi South region.
- Prepare regular trade visit plans according to the approved frequency of calls to provide optimal service to customers.
- Implement an effective order booking system as per company policy.
- Monitor sales volume, broaden distribution, and improve product merchandising as per plan.
- Protect the company's interests by ensuring payments are received for all goods sold, building trade goodwill, and keeping the company informed on trends, developments, and competitor activities.

EDUCATION

- Higher Secondary