

EDUCATION

March 2013

Mahatma Gandhi University, India

Bachelor of Arts in Accounting and
Business Management

EXPERTISE

- Effective Communication
- Sales Strategy Development
- Key Account Management
- Business Development
- Consultative Selling
- Market Research
- Sales Forecasting
- Vendor Management
- Sales Tracking & Reporting
- Event Planning & Execution
- Product Promotion

HARD SKILLS

- Sales Strategy Formulation
- Market Analysis Tools
- Data Analysis
- Report Generation
- B2B Sales Techniques
- Product Knowledge

SOFT KILLS

- Communication
- Negotiation
- Team Leadership
- Problem-Solving
- Time Management
- Microsoft Office Suite

PERSONAL INFO

- Date of Birth: 09 - 09 - 1992
- Nationality: Indian
- Passport No.: U7316322

LANGUAGES

- English - Full Proficiency
- Arabic - Basic Proficiency
- Malayalam - Native Proficiency

PROFILE

Results-driven sales professional with over 10 years of experience in business development, key account management, and team leadership. Demonstrated success in developing and executing sales strategies that boost revenue, enhance market share, and foster robust customer relationships. Expertise in strategic planning, consultative selling, and event management, with a proven track record of meeting and exceeding sales targets. Skilled in market analysis, sales performance tracking, and vendor management.

PROFESSIONAL EXPERIENCE

WE ONE POWER TOOLS LLP, KERALA, INDIA

Apr 2021 - Present

Sales Manager

- Managed a sales team and drove growth through strategic sales planning, achieving a 15% annual revenue increase.
- Developed and executed sales strategies, increasing customer acquisition by 20%.
- Trained and mentored sales team members, improving team performance by 25%.
- Fostered relationships with key clients through consultative selling techniques, achieving high customer retention.
- Organized promotional events, driving footfall and increasing sales revenue by 18%.
- Utilized social media platforms, including Facebook and Instagram, for product promotion, resulting in a 10% increase in leads.

PALIYATH DISTRIBUTORS, KERALA, INDIA

Apr 2016 - Mar 2021

Sales Executive

- Developed and maintained long-term relationships with clients, resulting in 30% increase in repeat business.
- Generated new business opportunities through cold calling and targeted networking efforts.
- Monitored and reported on sales performance, implementing strategies to address performance gaps.
- Worked closely with the logistics team to ensure timely deliveries and post-sales support.

GRAND MARKETING, KERALA, INDIA

Jun 2013 - Feb 2016

Junior Sales Executive

- Supported sales operations and assisted senior sales executives in closing sales.
- Engaged with customers to understand their needs and recommended appropriate products.
- Participated in training sessions to enhance knowledge of product offerings and sales techniques.

DECLARATION

I certify that the information provided in this resume is true and accurate to the best of my knowledge.

Kerala, India

ANWAR SHAHUL