



ARSHIUL BARI

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PROFESSIONAL SUMMARY

- A go-getter sales professional with thorough academics & around **16 years** of extensive work experience especially in the area of Corporate sales, Channel sales, Retail sales operations & management of **Stationery, Multi Midea (Laptop Desktop , Tab , iPad, Mobiles & IT accessories) , Toys Home & Kitchen Appliances & Telecom Industry** in India & Qatar market.
- Well-seasoned in sales planning, supply chain management, negotiation, team building, customer services thereby provide great value and benefits, to overcome objections and to complete the sale at higher than average profit margins.

CORE COMPETENCIES

- “Customer-First” attitude, determined to excel without compromising with quality.
- Handled Retail Sales & Marketing operations. Product handled **Elekta Home & Kitchen Appliances, Videocon Home & Kitchen Appliances, Reliance Communication, Vodafone Telecom services.**
- Strong business acumen with the ability to establish market presence and increase revenues and profitability.
- An impressive communicator with honed interpersonal, team-building, negotiation and analytical skills, good knowledge of channel networks, strategic and tactical promotions, customer satisfaction and financial relations. Easily adapted to multi-linguistic and multi-cultural business environments
- Establishing territory strategies for achievement of top line & bottom-line targets & business planning and assessing revenue potential within business opportunities
- Interfacing with **Retail, Distribution & Corporate (B2B)** clients & and maintaining relations with them for ensuring continued & repeat business.
- Involved in Roll-out of new dealerships and ensured alignment of dealers with organization’s vision and “benefit selling” business model to grow profitable and sustainable business.

PROFESSIONAL ACCOMPLISHMENTS

- Achieved 100 % of Sales target of Elekta air-condition in Qatar market, escalated the product 2:1 in line with the competitor product for 2015-16. Total revenue of **10 million QAR.**
- Achieved growth by 15% sales revenue for 2016-17 by developing new & maintaining existing customer’s relationship and identify the new segment customers –**Elekta Gulf WLL**
- Awarded for 100% retention of existing channel partners & added maximum number of retailers in the flag ship of the management- **Videocon Industries.**
- Nominated & Awarded **Best Performer of the year** 2009-2010 among 22 people from **Reliance communications Ltd.**

- Efficiently introduced new product & services, GSM & CDMA in Reliance Communications resulted in increased revenue Y-O-Y by 6%

ORGANISATIONAL EXPERIENCE

❖ ALIF STORES WLL

Business Sales Executive, Jan 2022 to Till Date.

Key result area: Sales of Stationery, Multi Midea (Laptop Desktop, Tab , iPad, Mobiles & IT accessories), into Qatar market worth 0.5 million QAR with challenges from established competitors

B2B Sales & Distribution:

- **B2B Sales Strategy:** Developed and executed sales strategies for large enterprises and government clients, ensuring goal alignment.
- **Client Management:** Managed key relationships with government entities and large corporations, ensuring high client satisfaction and retention.
- **Tender & Proposal:** Led the preparation of tenders and proposals for large-scale projects, securing high-value contracts.
- **Contract Negotiation:** Negotiated complex contracts with enterprise and government clients, enhancing profitability.
- **Distribution Expansion:** Expanded the distribution network through strategic partnerships with key distributors for government and enterprise clients.

Distribution Channel Management:

- Appointing new distributors.
- Managing distribution stocks.
- Managing distributor manpower.
- Planning display schemes in the market.

Responsibilities include:

- Implementing promotional activities as a part of market development and brand-building exercise.
- Analyzing the latest marketing trends and tracking competitor activities, providing valuable inputs for fine-tuning sales and marketing strategies.
- Penetration in new areas.
- Team interaction, checking compliances.
- Team leader review & collecting reports from every team member.
- Selection of channel partners to increase business.
- Brand visibility and product awareness in retail outlets.
- Developing a business plan and sales strategy for the market.
- Preparing action plans by individuals and teams for effective sales lead searches and prospects.
- Handling marketing operations to achieve increased growth and profitability and initiating market development techniques.

Past Experience:

❖ Elekta Gulf W.L.L, Qatar

Key Account Executive- Sr. Sales, April'15 to 31ST Dec 2021.

Key result area: Sales of Home & Kitchen Appliances- Air-Condition, Television, Gas & Electric cooker, Hood, Refrigerator, Washing machine & Microwave into Qatar market worth 10 million QAR with challenges from established competitors.

Responsibilities include:

- # Instrumental in framing business strategy for appliances MDA & SDA split AC & Window AC, Television, Refrigerator, Washing Machines and Micro wave etc. Involved in strategic planning for target markets and segments.
- # Monitoring the daily wise activities of the Promoters (Merchandiser) reports like daily call report, prospect list, sale report, quarterly appraisal and customer feedback to the management.
- # Map Customer, Competitor, Industry trends & developments to devise new sales strategies.
- # Prepare & achieve Y-O-Y growth plan along with profit margins for existing & new products.
- # Generate business from new customer & new business from existing customer.
- # Responsible for proposing & achieving an overall yearly budget.
- # Submission of periodic sales revenue reports like order booking & potential sales
- # **Customer relationship management- Handled major Customer, Hyper market customers Al Meera, Giant, Saudia, Safari, & Major Distributor-Doha Sound, Al Rawnaq, Al Saygh, Zonal Trading.**
- # Collections & Receivables Management
- # Conduct periodic customer satisfaction survey.
- # MIS report generation on monthly basis & presentations to senior management
- # Preparing RSP i.e. Rolling sales plan for next consecutive months
- # Monitoring perfect visual merchandising for product display, re-ordering & Ambience (Housekeeping, Signage, Window display).
- # Brand promotion through exhibitions & product catalogues / brochures
- # Maintaining an acceptable amount of inventory, reviews stock condition & liquidation

❖ **Videocon Industries Ltd, India- Patna**

Asst. Manager-Sales, **Jan'11 to March'15**

Key result area: Handling sales of Videocon home appliances in Central Bihar region, Distributor Channel Management, Retail Chain Management. Monitoring the daily wise activities of the executive reports like daily call report, prospect list, sale report, quarterly appraisal and customer feedback to the management. Upgrading the showroom merchandising, branding, POP & displays. Training & team development.

❖ **Reliance communication Ltd, India- Patna**

Assistant Manager- Retail Sales, **Sep'08 to Jan'11**

Key result area: Responsible for Retail sales of CDMA & GSM Product (Prepaid & Post Paid) through retail outlet called RMS. Acquiring new customers-Gross, Net, Churn. Analyzing market trends & creating winning strategies. Prepare departmental budgets on monthly basis as per the company format. Conceptualizing & implementing the sales promotional activities as a part of brand building & market development effort. Monitoring the daily wise activities of the executive reports like daily call report, prospect list, sale report, quarterly appraisal and customer feedback to the management. Upgrading the showroom merchandising, branding, POP & displays.

❖ **Vodafone Essar Mobile services Ltd-India- New Delhi**

Corporate Account Manager, **Feb'06 to Sep'08**

Key result area: Responsible for corporate sales of GSM Product (Prepaid & Post Paid), Rollout of new Corporate customer, Collections & Receivables Management, Client relationship management

EDUCATION

- MBA in Marketing & International business from Rai Foundation College, New Delhi in 2006
- Bachelors in computer application from MCRPV, Bhopal in 2003

IT SKILLS

- CRM-Sales

PERSONAL DETAILS

Date of Birth	: 01 st March, 1980
Languages Known	: English, Hindi & Arabic (Beginner)
Passport Details	: P0070686 (Exp-04/10/2026)
Marital status	: Married
Driving License	: Qatar

DECLARATION

I hereby declare that all the details furnished above are true to the best of my knowledge and self-belief.

(ARSHIUL BARI)