

AFSAL ABOOBACKER

SALES REPRESENTATIVE

Highly motivated and results-driven sales professional with over 15 years of experience in the food and beverage industry across the UAE market. Proven expertise in client relationship management, lead generation, and sales growth through effective communication and strategic product promotion. Skilled in identifying customer needs, resolving issues, and driving customer satisfaction. Strong ability to create impactful product displays and develop marketing strategies that boost sales. Adept at working in fast-paced environments and achieving targets consistently.



CONTACT INFORMATION

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afsalaju123@gmail.com
Al Nahda, Sharjah, UAE

EDUCATION

DIPLOMA IN FIRE AND SAFETY ENGINEERING

HIGHER SECONDARY

- Board of Higher Secondary Examination, Kerala, India

SSLC

- Board of Public Examination, Kerala, India

COMPUTER PROFICIENCY

MS Office ★ ★ ★ ★ ★
Basic Operation ★ ★ ★ ★ ★
Internet & Email ★ ★ ★ ★ ★

ACHIEVEMENTS

- Launched NATURAL VALLEY in the UAE B and C class markets.
- Introduced BIP Candy's to the UAE B and C class markets.
- Distributed SIGNATURE SNACKS throughout the UAE.
- Rolled out Daity Ice Cream in the UAE market.

DRIVING LICENSE DETAILS

Holder of Valid UAE light vehicle

SKILLS

Team Work Work Ethic Analytical skills Leadership Quality
Decision-making Time Management Customer service
Problem Solving Ability Relationship Building Interpersonal Skills

WORK EXPERIENCE

SALES REPRESENTATIVE | Sep 2021 -Feb 2024
ARTIN FOODSTUFF TRADING LLC, DUBAI, UAE



KEY RESPONSIBILITIES

- Maintained regular communication with clients to assess satisfaction, address complaints, and introduce new products.
- Scheduled appointments with potential and existing customers to discuss new offerings.
- Conducted customer searches to generate new leads, driving sales growth.
- Analyzed market trends and competitor activities to identify new business opportunities.
- Collaborated with the marketing team to develop promotional materials and campaigns.

SALES REPRESENTATIVE | May 2015 - Sep 2020
FOODTECH TRADING LLC, DUBAI, UAE



KEY RESPONSIBILITIES

- Consistently communicated with clients to ensure satisfaction, resolve issues, and promote additional services.
- Organized meetings with current and prospective customers to discuss product launches and updates.
- Executed customer searches to identify and develop new sales leads.
- Developed and maintained a robust sales pipeline to ensure continuous business growth.
- Negotiated contracts and closed deals, achieving and surpassing sales targets.

PERSONAL STRENGTHS

- **COMMUNICATION** - Interpersonal skills – verbal, problem solving and listening skills in any administrative role.
- **SERVICE** - Having a client focused approach Skills include Patience, Attentiveness and a positive language.
- **ORGANIZATION** - Helping others, organizing a to-do list.

PROFESSIONAL SKILLS

- Sales Strategies
- Client Relationship Management (CRM)
- Customer Retention
- Lead Generation
- Customer Satisfaction
- Visual Merchandising
- Retail Sales
- Inventory Management
- Display Design
- Pricing Strategies
- Market Trends Analysis

LANGUAGES

English	<div style="width: 100%;"></div>	100 %
Malayalam	<div style="width: 100%;"></div>	100 %
Hindi	<div style="width: 85%;"></div>	85 %
Arabic	<div style="width: 85%;"></div>	85 %

INTERESTS



Songs



Travelling



Reading

SALES REPRESENTATIVE | Jan 2010 - Jan 2015

NATIONAL TRADING AND DEVELOPING ESTABLISHMENT (NTDE), DUBAI, UAE



KEY RESPONSIBILITIES

- Ensured ongoing client communication to monitor satisfaction, resolve complaints, and highlight new products.
- Coordinated appointments with customers to explore new product offerings.
- Conducted research to identify potential clients and generate new sales opportunities.
- Provided product training and demonstrations to clients to ensure proper usage and maximize sales.
- Assisted in the development of sales strategies to penetrate new markets and expand the customer base.

SALES MERCHANDISER | Jan 2007 - Jan 2010

NATIONAL TRADING AND DEVELOPING ESTABLISHMENT (NTDE), DUBAI, UAE



KEY RESPONSIBILITIES

- Created and managed attractive, effective product displays to drive customer interest and sales.
- Determined product quantities, set pricing strategies, and developed marketing plans.
- Established promotional discounts and coupons to enhance sales.
- Monitored inventory levels and coordinated with suppliers to ensure timely stock replenishment.
- Collaborated with store management to optimize product placement and maximize visibility.

PERSONAL DOSSIER

Gender	: Male
Date of Birth	: 18/04/1986
Nationality	: Indian
Marital Status	: Married
Visa status	: Tourist Visa

DECLARATION

I hereby declare that the above-mentioned information is true and I bear the responsibility for the correctness of the above-mentioned particulars.

AFSAL ABOOBACKER