



ANOOJ LAL

Sales Executive

My Contact

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📍 UAE , Dubai

📄 Visit Visa

Hard Skill

- Sales & Marketing
- Business Development
- Key Account Management
- Channel Management
- B2B Marketing
- Market Analysis
- Go-to-Market Strategies
- Product Promotion
- After-Sales Service

Soft Skill

- Observation
- Decision making
- Communication
- Multi-tasking

IT Skill

- SAP
- MS Office
- Mirnah

Education

- Diploma in Office Automation
- Higher Secondary

Personal Snippets

- DOB : 05.05.1985
- LAN : Eng , Hindi , Malayalam
- D/L : Manual UAE Licence

About Me

A result-oriented professional offering 13 years of rich experience in B2B Marketing, Key Account Management, Retail Management, General Trade, Wholesale Management, Vendor & Distributor Management, Market Surveys, and Data Analysis

Professional Experiences

Quoodo.com (B2B Sales Executive)

2022 May- 2022 December

Key responsibilities

- Plan and execute sales activities that will ensure sales growth
- Maintain relationships with existing clients.
- Conduct market research
- Manage the sales pipeline and source leads

Jashanmal (Sales Executive)

2014 - 2022 April

Key responsibilities

- Managing the stocks and allocating the same to the stores
- Raising purchase orders to match the range plan from the buyers
- Analyzing the performance of bestsellers and ensuring that they reach their full potential
- Monitoring slow sellers and taking initiatives to reduce prices or launch promotional activities
- Encouraging the development of innovative and creative programs to promote brand relationships with target accounts; evangelizing and indoctrinating best practices across the team
- Building & maintaining strong relationships with internal stakeholders, including sales channel, central marketing, finance, pricing, customer experience, and external organizations & partners
- Shaping and recommending marketing campaigns/ activation by understanding and having a finger "on the pulse" of trends in the FMCG Industry

Choithram , Van Sales Administrator

2010 - 2013

Key responsibilities

- Analyzed financial data
- Observed financial performance and identified trends
- Prepared reports on the above information and reported the insights.