

ANOOP ASOK

SALES EXECUTIVE

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PROFESSIONAL SUMMARY

Highly accomplished and motivated **Sales Executive** and **Sales Manager** with a track record of driving **revenue growth** and surpassing **sales targets**. Possessing **6+ years** of experience in sales, business development, and market analysis, I excel in creating and implementing **strategic sales plans**. My expertise in cultivating strong **client relationships**, **negotiating** win-win agreements, and leading high-performance sales teams has resulted in exceptional **customer satisfaction** and **retention rates**. With a data-driven approach, I **identify new business opportunities**, **analyze market trends**, and devise competitive **sales strategies**. Seeking a challenging leadership role to leverage my skills and contribute significantly to your organization's **sales success**.

EXPERTISE

- ✓ Sales Strategy Development
- ✓ Business Development
- ✓ Relationship Building
- ✓ Negotiation Skills
- ✓ Sales Performance Management
- ✓ Market Analysis
- ✓ Sales Reporting and Analysis
- ✓ Sales Forecasting and Analytics
- ✓ Communication and Presentation
- ✓ Adaptability
- ✓ Closing and Deal Management
- ✓ Customer Relationship Management (CRM)

PROFESSIONAL EXPERIENCE

FUTURE FOODSTUFF TRADING COMPANY LLC (UNILEVER FOOD SOLUTION) | ABU DHABI SALES EXECUTIVE | MAY 2019 - PRESENT

- Developed and executed annual marketing strategies for new consumer goods in the FMCG market, driving successful wholesale and retail supply to offices across the UAE.
- Collaborated with senior management to achieve 40% revenue growth and expand market presence.
- Assessed and optimized team processes, boosting efficiency by 35% and ensuring seamless supply chain operations. Implemented individual quotas and territorial assignments, resulting in a 20% increase in sales performance
- Assess current team processes and procedures, identify opportunities for improvement, and implement them. Develop individual quotas and assign territories for team members
- Works closely with the sales & marketing team
- Successfully negotiated prices, terms of sale, and service agreements, securing favorable deals and strengthening vendor relationships. Managed sales quotations, proposals, and customer databases, achieving and surpassing sales objectives and quotas by 15%.
- Inquire into prices of needed items and indulge in negotiation activities to settle on best possible price
- Entering in to contract with companies for continues supply of products on Credit basis.
- Coordinated closely with the logistics supervisor, enabling on-time deliveries and enhancing customer satisfaction levels

AL BUSTAN SPECIALTY HOSPITAL - AL AHALIA GROUP | ABU DHABI, UAE

MARKETING EXECUTIVE | May 2016 - Dec 2018

- Targeted Outreach and Customer Relationship Management: Communicated with diverse target audiences to establish and nurture strong customer relationships.
 - Conducted medical camps in coordination with corporate companies and Social Service centres, resulting in an increase in patient numbers and insurance policy achievement.
 - Sales Target Achievement and Promotional Activities: Consistently achieved sales targets by implementing effective marketing strategies aligned with organizational goals.
 - Planned and executed promotional activities to enhance brand visibility and attract new healthcare consumers.
 - Media and Community Relations Management: Managed relationships with the media and the wider community, establishing the hospital as the preferred healthcare supplier in the UAE and the region.
 - Coordinated with the corporate marketing team to monitor and analyze hospital media exposure, optimizing brand positioning.
 - Event Management and Public Awareness Campaigns: Organized successful events and campaigns to raise public awareness about hospital services and foster community engagement.
 - Digital Marketing and Social Media Management: Developed and managed campaigns on social media platforms, engaging with the online community and promoting hospital services effectively.
 - New Service Development and Market Expansion: Identified and capitalized on new opportunities to maximize outcomes and expand the hospital's market reach.
 - Data Analysis and Research: Conducted research and analyzed data to identify target audience preferences, enabling data-driven marketing decisions.
 - Cultivated strong relationships with key clients, ensuring high levels of customer satisfaction.
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ACCOUNTANTS SERVICE SOCIETY | INDIA

ACCOUNTANT | Jul 2014 - Jan 2015

- Gathered financial information, prepared documents, and ensured accurate financial records throughout the year.
- Evaluated and enhanced the accuracy and completeness of financial records, resulting in a 98% error-free financial reporting.
- Tracked financial progress by creating quarterly and yearly balance sheets, providing stakeholders with clear insights into financial performance.
- Gathered data on taxable income, deductibles, and allowances, ensuring compliance with tax regulations and smooth tax preparation processes.
- Documented cash, credit, fixed asset, accrued expenses, and line of credit transactions, ensuring comprehensive financial records.
- Inventory Control and Purchase Entry Management: Managed inventory control processes, optimizing stock levels and reducing carrying costs by 15%.
- Efficiently handled purchase entries, streamlining procurement procedures and enhancing financial efficiency.
- Managed billing processes and efficiently handled cash, ensuring seamless financial transactions.
- Conducted comprehensive reviews and audits of financial documents, ensuring accuracy and compliance before submission.

Achievements and Leadership Experience

- Consistently surpassed monthly, quarterly, and annual sales targets, achieving 64% over the assigned quota.
- Contributed to a significant increase in revenue by securing high-value contracts and expanding the customer base.
- Successfully penetrated previously untapped markets, driving 85% growth in market share.
- Implemented strategies that led to a high rate of client retention and long-term customer relationships.
- Exhibited strong decision-making abilities, guiding the team to make informed choices in challenging situations.
- Inspired and motivated the sales team to consistently strive for excellence and exceed expectations.

Hard Skills

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|-----------------------|--------------------------------|
| ✓ Sales Prospecting | ✓ Market Research and Analysis |
| ✓ Sales Presentations | ✓ Closing Techniques |
| ✓ Negotiation Skills | ✓ Relationship Management |
| ✓ Pipeline Management | ✓ Sales Forecasting |
| ✓ Product Knowledge | ✓ Sales Reporting |

Soft Skills

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|-------------------|------------------------|----------------------|------------------------------|
| • Problem Solving | • Communication Skills | • Team Collaboration | • Relationship Building |
| • Customer Focus | • Adaptability | • Resilience | • Persuasion and Influencing |

Certifications

- EFST
- SAP
- Tally

Education

Masters in Marketing Management (MBA)

Jaipur National University | Dec 2019 - Dec 2021

Bachelor of Arts: Business Management (BBM)

Amrita Vishwa Vidyadeepam University Kerala | Jun 2010 - May 2013

12th - Higher Secondary School

S.N Trust - Kerala | Jun 2008 - Mar 2010

Personal Details

Languages : English, Hindi, Tamil, Malayalam

License : UAE Driving License - Automatic