



Khaled Alakbari

Sales Supervisor

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Dubai, United Arab Emirates

Seasoned sales professional with 30 years of FMCG experience in all the sales channel. Desire to contribute to a growing sales team where I can continue to develop team leadership skills in order to increase productivity and boost performance.

SKILLS

Key Account Management

Sales Process

Data Analysis

Consumer Insights

Traditional Trade Management

Customer Relationship Management

Team Management

Presentation Skills

Leadership

Route Development

Sales Performance

Communication Skills

Critical Thinking

WORK EXPERIENCE

○ Area Sales Supervisor (General Trade, Modern Trade & Wholesales)

Al Rashideen Trading & Distribution of Tobacco Products (Marlboro & IQOS- Heated Tobacco)

03/1993 - Present,

Dubai & NE

Al Rashideen Trading & Distribution of Tobacco Products is sole distributor of Philip Morris Products in UAE since 1982. Product Portfolio include Marlboro, Parliament, Chesterfield, Terea (Heated Tobacco Sticks for IQOS Iluma Device)

Tasks

- Managing a Sales team
- Achieve area sales target (values, brand wise, area coverage, returns, promotion and new launches targets).
- Playing a "hands on" role in the marketplace by motivating and directing the Sales team to maximize their sales and maintain high standards of customer service.
- Presenting regular monthly report on the performance of the team as individuals and with respect to sales targets to the Senior Management and carry out any relevant tasks as directed by the Sales Manager.
- Carefully monitor the market for new developments and changes and report back on these immediately to the Sales Manager.
- Working closely with the principle (Philip Morris) and obtain from them information on the performance of the sales force, trends and/or problems emerging from our sales, condition and positioning of our display assets in the marketplace etc.
- Closely monitor and manage company's product in the market making sure of expiry dates, movement off-take, product rotation, FIFO, damages, delivery returns and report on time with action as per company's policy.
- Providing excellent customer care and train the sales members accordingly.
- Achieve the standards of merchandising in accordance with company standard.
- Conducting Trainings & Team Building Activities for the Field Sales Force.

WORK EXPERIENCE

Sales Representative

Al Rashideen Trading & Distribution of Tobacco- Dubai Area

11/1993 - 09/2015,

Distributor for PMI products in UAE

Tasks

- Achieve volume targets for area and respective key accounts.
- Set clear and deliver objectives that are consistent with Region and Territory goals.
- Maintain a physical presence in the territory to ensure an understanding of customer's needs by working with the team to provide the best-selling and merchandising skills.
- Follow up on invoices and statements to ensure customers pay the appropriate amount on time.
- Ensure the smooth flow of information that is to be used for strategic business decisions by the Sales Supervisor ensuring that the financial/Sales data/information provided is factually correct.
- Improve existing organizational sales processes through detailed analysis of data.

Warehouse Incharge

RAK Coop, Ras Al Khaimah

10/1990 - 11/1993,

ACHIEVEMENTS

Territory Performance Champion (01/2016 - 01/2016)

Digital Trade Engagement (01/2019 - Present)

DTE program in which we communicate to our retailers about our products and the retailer need to answer the task to wins prizes.

PERSONAL & EDUCATIONAL DETAILS

Valid UAE Driving License

Married