

MOHAMMED NIYAS

Key Accounts Executive



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CAREER SUMMARY

Diversified sales professional with 4+ years of experience in sales operations, business development, trade marketing, brand management, Logistics and distribution management across traditional trade, modern trade, and Horeca channels; managed a team of 20 with a focus on goal-oriented outcomes and exceeding targets.

EXPERIENCE

GUJARAT CO-OPERATIVE MILK MARKETING FEDERATION LTD (AMUL) KERALA,INDIA

Territory sales Incharge : 2018-2023

- Handling an average Monthly Business of INR 40 Million with a team of 20 Members covering key accounts /Modern Trade/Horeca - Dairy and frozen category.
- Conducting daily Market visits to check Route coverage in terms of Product Availability, visibility, competitor activity, and searching for new opportunities in order to increase sales Volume.
- Developing and maintaining an efficient Distribution network to ensure the comprehensive reach of company products across the region to achieve or exceed the sales target.
- Together with new market launches, market development and distributor appointments are made and Assessed 120% growth on cumulative sales value v/s Target.
- coordination and follow-up with the distributors to ensure that adequate stock of products is available to meet sales delivery schedules with superior level of service.
- Gather Reports and communicate with customer's feedback on service, technology and Product delivery.
- Participating in regular meetings with Distributors and salesman to review performance and make action Plan to Achieve 100% volume growth.
- Identifying and unlocking potential markets, as well as selecting wholesale distributors, are all part of the process of starting a new business in order to attain 100% volume growth.
- Develop and maintain strategic long-term trusting relationship with high volume clients to accomplish organic growth and long-term company objectives.
- Resolve customer's Complaints in an effective and Respectful way.
- Training and mentoring for new joiners in Branch office.
- Business analysis include developing and reviewing reports for deliverables such as category growth and distribution.
- Finding and unlocking prospective markets, as well as selecting wholesale distributors, are all part of new-business development.
- Directing a team of 30 Members that includes salespeople and provides on-the-job instruction in sales pitches, SFA use, and mentoring to Pursue given target.
- Franchisee management entails appointing and managing the organization's franchise outlets in Potential locations.
- Data mining entails analyzing the industry in order to plan competitive operations.
- Preparing sales plan and Managing sales men to Pursue the sales volume constantly

PERSONAL PROFILE

- DATE OF BIRTH:21/11/1994
- VISA STATUS : VISIT VISA

LANGUAGE

- ENGLISH - FLUENT
- HINDI-WORK - PROFICIENCY
- TAMIL-WORK - PROFICIENCY
- MALAYALAM - NATIVE

EDUCATION

MBA - MARKETING AND HR
2016 - 2018
Calicut University

BCOM - FINANCE
2013 - 2016
Calicut University

PERSONAL QUALITIES

- Motivated and eager to acquire new skills.
- Excellent motivational and leading abilities.
- Capability to deliver the best results under pressure.
- Excellent written and verbal communication abilities.
- Planning daily activities and effectively carrying them out.
- Self-motivated and quick to acquire.

SKILLS

• Leadership	• Adaptability
• Channel administration	• Training & Development
• Problem-solving	• Data mining
• Time administration	• Retail Administration
• Interpersonal abilities	• Sales aptitude
• The ability to multitask	• Process Implementation

ACHIEVEMENTS

- Member of organizing committee for the Le Adventure, a National adventure meet hosted by District Promotion Tourism Council and LEAD College of Management.
- Team Leader at Leadography, an exclusive club to enhance creativity among students.
- Life skill development program –(2017) NASSCOM Certified
- Awarded best performance in SFA USAGE 96% Growth during FY 2019-20
- Awarded Best Performance in SFA USAGE 98% during FY 2021-22
- Persuaded B2B Institutional selling skills training by AMA Ahmedabad Dec 2022
- Assessed Corporate business etiquette and Personality Development Training BY AMA Ahmedabad

SOFTWARE SKILLS

- MS office Excel
- MS office Word
- MS office Power Point
- Tableau (Basic)
- Corestocky By Botree
