



# MUTHUKUMAR

## Sales Executive



### About Me

Highly motivated and results-driven Sales Executive with over **10 years** of experience in the FMCG and retail industries, including extensive exposure to the UAE market. Skilled in building and maintaining strong relationships with retail clients, driving sales growth, and delivering exceptional customer service. Adept at developing and implementing effective sales strategies, negotiating contracts, and identifying market opportunities to achieve business objectives. A proven track record of consistently exceeding sales targets and fostering long-term partnerships with key stakeholders.

### Contact



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#### EXPERTISE

##### HARD SKILLS

- Sales Techniques
- Product Knowledge
- Market Research
- DOT POS Softwares
- Prompt Tech Software MS Office

##### SOFT SKILLS

- Management Skills
- Creativity
- Negotiation
- Critical Thinking
- Leadership
- Teamwork

#### EXPERIENCE

##### Green Leaf Food Stuff Trading LLC, Sharjah, UAE II Sales Supervisor 2022-Present

- Analyze local market trends, demographics, and competitor behavior.
- Identify opportunities for product or service promotion.
- Generate leads through local advertising, events, and partnerships.
- Cultivate and maintain strong relationships with customers, clients, and local businesses.
- Achieve sales targets and develop effective sales strategies.
- Utilize POS software for sales optimization and cost-effective strategies.
- Prepare sales performance reports.
- Collaborate with local distributors and retailers.

##### Big Bazar Super Market, Chennai, India II Sales Executive 2018-2022

- Achieve daily, monthly, and annual sales targets.
- Build strong relationships with customers, outlet staff, colleagues, and managers.
- Maintain and develop relationships with existing customers; gather market and customer information.
- Work closely with supervisors and managers to finalize approvals within deadlines.
- Ensure timely and quality delivery of products.
- Analyze market trends and competitor promotions to maintain optimal product displays.
- Ensure shelves are stocked with the right types and quantities of products.



## LANGUAGE

- English
- Arabic
- Tamil

## EDUCATION

### **St Maries School of Management, Chennai, India**

Masters of Business Management (MBA)  
2012-2014

### **PTMTM College, India**

Bachelor of Commerce (B.Com)  
2009-2012

### **Exotic Limited, Kingdom Saudi Arabia ( KSA)II Sales Executive 2015-2018**

- Manage all assigned outlets on specified days of the week or as needed.
- Maintain client rules and regulations while operating inside the store, including proper reporting.
- Manage and maintain back store stock; evaluate batches, dates, damages, and stock levels.
- Discuss order requirements with section managers/shelf-in-charge and make recommendations.
- Achieve weekly/monthly sales targets for assigned outlets.
- Check for pending or due collections and collect the same.