

MOHAMED ASHRAF J

SALES SUPERVISOR AND TEAM LEADER



Personal Info

ashrafsabu@gmail.com

0521098021

DUBAI

Languages

ENGLISH Very Good

HINDI Very Good

MALAYALAM Native Speaker

Skills

EXCELLENT COMMUNICATION

SALES AND MARKETING

TEAM MANAGEMENT AND LEADERSHIP

NEGOTIATION AND PERSUASION

TIME MANAGEMENT AND ORGANIZATION

DATA ANALYSIS AND REPORTING

PROBLEM- SOLVING AND CONFLICT RESOLUTION

PRODUCT KNOWLEDGE AND CATEGORY MANAGEMENT

BUDGETING AND FORCASTING

MS OFFICE

Summary

With 13 years of robust experience in the food industry, I am a dynamic Sales Supervisor and Team Leader renowned for driving impressive revenue growth. I have successfully spearheaded initiatives that boosted quarterly sales by 25% and expanded market reach by 35% through strategic alliances. I am keen to leverage my proven sales and leadership skills to further propel organizational success and enhance market penetration.

EXPERIENCES

2022 -

SALES SUPERVISOR AND TEAM LEADER
NELLARA FOOD PRODUCTS, DUBAI

Spearheaded a sales team of 23 members at Nellara Food Products, achieving a 25% increase in quarterly sales by leveraging strategic partnerships and implementing targeted market strategies.

Forged strategic alliances with key distributors at Nellara Food Products, leading to a 35% expansion in regional market reach and enhancing product visibility across diverse locations.

Orchestrated comprehensive sales training programs at Nellara Food Products, elevating team competency and resulting in a 20% boost in sales closure rates within six months.

Lead and guide the sales team to achieve targets and meet sales goals.

Monitor and analyze sales performance, providing feedback and implementing improvement strategies.

Identification of opportunity costs and efficiency opportunities and implement within authority level.

Deliver the annual budget, business plans and monthly forecasts for the business.

Directed the achievement of monthly sales targets at Nellara Food Products, surpassing expected performance by 15% within one fiscal year through data-driven insights and adaptive sales techniques.

Drafted comprehensive project proposals for strategic sales initiatives at Nellara Food Products, securing a 40% approval rate and enhancing alignment with market expansion goals.

Implemented automated sales reporting systems at Nellara Food Products, reducing report generation time by 30% and enhancing data accuracy for strategic decision-making.

2016 - 2022

SALES EXECUTIVE
NELLARA FOOD PRODUCTS, DUBAI

2012 - 2016

ACCOUNTANT CUM SALES COORDINATOR
NELLARA FOOD PRODUCTS, DUBAI

Skills

CUSTOMER RELATIONSHIP
MANAGEMENT (CRM)

Education

2008 - 2010

B.COM
University of Calicut, Calicut