



**SALSABEEL.K**

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## PROFESSIONAL SUMMARY: \_\_\_\_\_

Results-driven Sales Executive with a successful background in telecommunications, excelling in client relationship building, revenue growth, and surpassing sales targets. Proven ability to collaborate with cross-functional teams and deliver exceptional customer service. Seeking a challenging Sales Executive position to leverage my skills and contribute to the success of a forward-thinking organization.

## WORK EXPERIENCE: \_\_\_\_\_

### **Founder and Managing Director**

I Star Associates, Nilambur, Kerala, India  
Duration: 2016-2023

- Founded and directed a thriving self-owned company specializing in the supply of building materials.
- Cultivated and managed client relationships, driving sales and surpassing revenue targets.
- Implemented robust collection strategies, optimizing cash flow and minimizing outstanding payments.
- Kept abreast of industry trends, demonstrating in-depth product knowledge and providing expert guidance to clients.

### **Sales and Collection Executive**

Vodafone Communications Ltd, Nilambur, Kerala, India  
Duration: 2012-2016

- Spearheaded sales initiatives, contributing to the growth of the customer base and revenue in the assigned region.
- Utilized consultative selling techniques to understand customer requirements and promote Vodafone products and services.
- Monitored and managed collections, implementing strategies to minimize overdue accounts and optimize cash flow.
- Collaborated with marketing teams to execute promotional campaigns and enhance brand visibility in the market.

## **Sales and Collection Executive**

Reliance Communications Ltd, Nilambur, Kerala, India

Duration: 2006–2012

- Successfully managed sales and collection activities in the assigned territory, consistently achieving and exceeding targets.
- Developed and maintained strong relationships with key clients, identifying their needs and providing tailored solutions to drive customer satisfaction.
- Conducted market research to stay updated on industry trends, competitor activities, and customer preferences.
- Collaborated with cross-functional teams to ensure seamless service delivery and resolve customer issues promptly.
- Implemented effective collection strategies, resulting in improved cash flow and reduced outstanding payments.

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## **EDUCATION:**

### **PRE-DEGREE**

University of Calicut

2001

### **SSLC**

Kerala Board of Public Examinations

1999

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## **SKILLS:**

- Sales and Business Development
- Customer Relationship Management
- Collection Management
- Inventory Optimization
- Market Research
- Microsoft Office Suite
- Windows Operating System

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## **LANGUAGE SKILLS:**

- English
- Malayalam
- Hindi