



# SHIJU VISWANATHAN

**Sales Executive |FMCG | Distribution  
Management| Business Development**

## CAREER ABRIDGEMENT

Accomplished Sales professional with over **07 years of experience** in sales, customer relations, and account management. Proven track record of positive results in business development and customer satisfaction. Experienced in managing sales teams, setting and meeting sales goals, and developing and executing sales strategies. Skilled in developing effective relationships with customers and staff, as well as creating customer-driven solutions to maximize sales. Expertise in developing strategic relationships with Key Accounts and Business Partners. Gained exposure working with worlds top FMCG – Food, Non Food and Beverage brands.

## WORK EXPERIENCE

❖ **October 2023- Present**

### TERRITORY SALES EXECUTIVE

**AL RASHIDEEN DISTRIBUTION LLC, DUBAI**

### DUTIES & RESPONSIBILITIES

- ◆ Develop and maintain relationships with new and existing customers within a defined territory to increase sales
- ◆ Understand customer needs and requirements, and identify opportunities to upsell and cross-sell products and services
- ◆ Generate new leads through market research and networking activities
- ◆ Prepare and deliver presentations and demonstrations that effectively communicate the features and benefits of our products and services
- ◆ Negotiate pricing and contract terms with customers, within company guidelines
- ◆ Achieve or exceed quarterly and annual sales targets
- ◆ Stay abreast of industry trends and developments, and share relevant information with customers and colleagues
- ◆ Maintaining customer relationship with prospects.
- ◆ Collection of the payment from the customers according to their credit limit.
- ◆ Pre-planning to avoid expiration of the product
- ◆ Preparing DSR and PTT presentation.
- ◆ Identifying customer price with appropriate RSP.
- ◆ Participate in team sales meetings and training sessions
- ◆ Provide input on Territory Sales plans and strategies
- ◆ Attend trade shows and other events on behalf of the company
- ◆ Making follow up calls to ensure that clients are satisfied with their purchase
- ◆ Reporting on sales activity including details about each sale made or lost opportunity
- ◆ Perform other duties as assigned

## PERSONAL DETAILS

Mobile number : **+971 - 56 797 2186**

Email ID : [meshiju.shiju@gmail.com](mailto:meshiju.shiju@gmail.com)

Location : Dubai,  
United Arab Emirates

Nationality : Indian

Gender : Male

D.O.B : 24 February 1990

Marital status : Married

## KEY SKILLS

Sales and Distribution Management

Key account management

Trade marketing and brand building

Team Management

Business Forecasting

Customer Negotiations

Key account Profitability

Strategic Planning

Data Management

Excellent Communication

Problem Solving

Time Management

Business development

## Education

**WELDING TECHNOLOGY**  
INDUSTRIAL TRAINING INSTITUTE,  
PALAKKAD, KERALA  
July 2008 — March 2009

**HIGHER SECONDARY**  
KERALA BOARD OF HIGHER  
SECONDARY EXAMINATIONS,  
SABARI HIGHER SECONDARY SCHOOL,  
PALAKKAD, KERALA  
March 2005 — March 2007

## Computer Proficiency

- MS Office
- Internet & Email Management

## Languages Known

- English
- Hindi
- Malayalam

## Passport Details

Passport No : W1485792

## Driving License

Holding valid UAE driving license  
( manual)

❖ August 2021 – August 2023

**SALES EXECUTIVE (Traditional trade)**  
**UNITRA INTERNATIONAL LLC(REDBULL), ABU DHABI, UAE**

### DUTIES & RESPONSIBILITIES

- Negotiating sales terms and agreements to close deals with customers.
- Gathering customer information to understand their needs better.
- Responding to customer inquiries and addressing concerns for successful purchases.
- Providing suggestions for product improvements or special promotions based on customer feedback.
- Creating proposal documents required for formal bidding procedures.
- Inspecting inventory stock quality.
- Researching potential clients and generating leads through research efforts.
- Communicating with potential/new/existing customers through various channels (phone/email/in-person).
- Handling inquiries/complaints from customers effectively.
- Minimum customer visits, positive calls and maintaining of sales value.
- Submits GRV reports from the customer to the Manager.
- Clearing of the GRV's as per the credit note passed from the company.
- Reports competitors' activities in the market.
- Proper weekly forecast to eliminate market returns

❖ November 2015 – February 2020

**SALES ATTENDANT/ MERCHANDISER**  
**ADNOC, SHARJAH, UAE**

### DUTIES & RESPONSIBILITIES

- Promote and sell products to customers
- Ensure that products are displayed and stocked properly
- Help customers with their purchases
- Communicate with store managers about product inventory and sales
- Create attractive product displays to attract customers
- Track and report on sales results and customer feedback
- Resolve customer complaints in a timely manner
- Stay up-to-date on product knowledge and trends in the industry

## DECLARATION

I hereby declare that all the details furnished above are true and correct to the best of my knowledge and belief.

Place: Dubai, UAE

**SHIJU VISWANATHAN**