

SREEKANTH N
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Location: Dubai, UAE (on Visit Visa)

SALES EXECUTIVE

Professional Summary

Accomplished Sales Executive with experience in **domestic and export sales** within a leading organization (Lu Lu Group International). Skilled in executing **sales strategies**, managing **export documentation and compliance**, and coordinating **supply chain logistics** to drive revenue and expand global market reach. Proven track record in **client relationship management, market research and analysis, sales forecasting**, and **negotiation**, consistently exceeding sales targets. Strong focus on **customer service, sales reporting**, and **collaborative logistics coordination** to ensure timely, compliant product delivery. Adept at adapting to dynamic markets and committed to achieving optimal outcomes across sales channels.

Core Competencies

- Domestic & International Sales Strategy
- Export Documentation & Compliance
- Client Relationship Management
- Market Research & Analysis
- Negotiation & Closing Skills
- Sales Forecasting & Reporting
- Product Demonstration & Presentation
- Supply Chain Coordination & Logistics

Sales Executive

Fair Exports India Pvt Ltd

Kerala, India | Feb 2023 – Aug 2024

Company Overview: Lu Lu Group International

Domestic Sales Responsibilities:

- Built and maintained relationships with local clients to achieve sales goals and drive revenue.
- Conducted market research to identify and pursue new sales opportunities within the domestic market.
- Delivered customized sales presentations and proposals based on client needs, resolving questions and concerns.
- Tracked competitor activity and adjusted strategies to maintain market advantage.
- Negotiated terms and closed sales agreements, ensuring customer satisfaction and fostering repeat business.
- Coordinated with logistics teams to ensure on-time delivery of products, meeting customer expectations.

- Provided after-sales support, addressing complaints, returns, and inquiries professionally.

Export Sales Responsibilities:

- Identified and targeted potential markets internationally, expanding market reach through strategic partnerships.
- Built strong relationships with international clients, distributors, and agents, adapting sales approaches to cultural differences.
- Prepared all necessary international sales documentation, including invoices and shipping documents, ensuring compliance with global trade regulations.
- Coordinated with freight forwarders and customs brokers to ensure seamless delivery.
- Negotiated prices, terms, and contracts with international clients to achieve mutually beneficial agreements.
- Provided follow-up and after-sales support, promptly addressing any international client issues.
- Executed export sales strategies to increase global market share, conducting market research for targeted countries.
- Managed export sales orders from initial inquiry to shipment, ensuring compliance with export policies.
- Prepared export documents, including certificates of origin and export licenses, in compliance with regulations.
- Collaborated with supply chain teams to ensure product availability and timely shipping for export orders.
- Negotiated and managed terms of payment for export clients, including international payment methods like letters of credit.
- Monitored export sales performance, providing insights to optimize export strategies and drive growth.

General Sales Responsibilities:

- Met and exceeded sales targets through effective sales strategies across domestic and international markets.
- Delivered excellent customer service to strengthen client relationships and promote loyalty.
- Maintained detailed records of client interactions, sales activities, and market insights for accurate reporting.
- Reported regularly on sales progress and forecasts to senior management.
- Stayed updated on industry trends, competitor products, and market dynamics.

Skills

- **Sales & Marketing:** Experienced in developing and implementing effective strategies for revenue growth.
 - **Customer Relations:** Strong interpersonal skills with a customer-first approach in all sales activities.
 - **Problem-Solving:** Adept at tailoring solutions to meet diverse client needs across domestic and international markets.
 - **Self-Motivated & Goal-Oriented:** Driven to exceed sales targets with a resilient, proactive attitude.
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Technical Skills

- Proficient in **Microsoft Office Suite** and CRM systems (e.g., Salesforce).
- Experienced with **POS Terminals, Payment Services, and Merchant Services**.
- Knowledgeable in **international sales documentation** and **export compliance**.

PREVIOUS ROLES

Certified Food Safety Professional | 5 + Years of Experience in Quality Assurance and Compliance

Experienced food safety specialist with expertise in **quality assurance, food safety compliance, and regulatory standards**. Skilled in **HACCP, FSSC 22000, GMP, GHP, and FSMS** for compliance with global regulations. Proficient in **risk assessments, hazard analysis, internal audits, and CAPA** implementation, ensuring high food safety and quality standards in production.

Quality Control Specialist / Food Safety In-Charge

Stellar Marine Food Processor Mumbai, India

Dec 2021 - Feb 2023

Buyer Quality Controller

Freelancer Sep

2021 - Dec 2021

Senior Quality controller

Profand vayalat Marine Exports Pvt Ltd

Ernakulam , India

Jul 2021 - Sep 2021

Quality Control Technician

National Aquaculture Group Pvt. Ltd.

Jeddah, Saudi Arabia

Sept 2018 - Feb 2021

Quality Control In-Charge & Production Supervisor

Indian Aquatic Products Pvt Ltd

Kerala, India

Feb 2017 - Dec 2017

Educational Qualification

Bachelor of Science in Zoology (Aquaculture)

Mahatma Gandhi University

2013 - 2016
