



SUMESH VELAYUDHAN

📍 Dubai, United Arab Emirates

☎ +971- 503899487

✉ sumeshvrakt@yahoo.com

SUMMARY

Professional Sales Executive with 12 years of expertise maintaining superb customer care while attending to high call volume. Conducts sales outreach activities according to established objectives. Driven to maximise daily efforts to achieve call volume and talk time requirements.

EXPERIENCE

SALES EXECUTIVE, 03/2018 - Current

LIFCO INTERNATIONAL TRADING CO LLC , Dubai, UAE

- Managing the sales process for new prospects, from initial contact through to closure.
- Dealing with customer enquiries face to face, over the phone or via email.
- Contacting prospective customers and discussing their requirements.
- Achieving all revenue targets & objectives in line with the Area Business Plan.
- Working closely with the marketing team to produce any sales collateral required for the target market .
- Reporting business trends and area performance to the National Sales Manager .
- Developing & maintaining successful business relationships with all prospects .
- Identifying what customers want.
- Planning and organising the day to ensure all opportunities are maximised.
- Developing a full understanding of the business market-place.
- Closed large sales to exceed quota and align with company targets.
- Showcased product features and benefits to drive sales.
- Contacted current and potential clients to promote, upsell and cross-sell products and services.
- Managed customer relationships through consultative sales techniques to attain individual sales goals.

SALES EXECUTIVE, 05/2011 - 08/2017

BERACAH GENERAL TRADING L.L.C, DUBAI, UAE

- Showcased product features and benefits to drive sales.
- Closed large sales to exceed quota and align with company targets.
- Contacted current and potential clients to promote, upsell and cross-sell products and services.
- Managed customer relationships through consultative sales techniques to attain individual sales goals.
- Retained clients and obtained referrals by promptly resolving customer complaints, adding value and elevating service quality.
- Converted cold leads to expand territory and negotiate profitable contracts.
- Planned and coordinated product sales to exceed revenue projections and

growth targets.

- Established pricing and delivery terms based on current market trends and costs.
- Enhanced product marketability and improved profits with optimum targeting on sales and marketing strategies.
- Analysed current strategies for strengths and weaknesses and adjusted approaches to maintain sales trajectory.
- Monitored competitors through multi-channel research strategies to best capitalise on market gaps or anticipate changes in customer interests.
- Developed innovative marketing campaigns to drive substantial sales.
- Maintained detailed record of sales activities and compared trends to identify underserved areas and opportunities for improvement.

WAREHOUSE CONTROLLER, 09/2007 - 02/2011

Vipul Kumar Trading LLC, DUBAI, UAE

- Regularly tracked stock levels, promptly ordering low-stock items to maintain operational readiness.
- Developed lasting relationships with peers, upper management and vendors.
- Trained, guided and evaluated warehouse workers, increasing performance and productivity rates.
- Inspired and motivated warehouse teams in operational improvement, increasing team efficiency.
- Tracked fuel, storage and maintenance expenses to remain within set quarterly budgets.
- Planned operational labour resources and optimised deployment to maximise productivity.
- Developed and supported safe working practices to maintain hazard-free working environments.
- Loaded and unloaded truck deliveries using stock systems to process and arrange orders.
- Oversaw relevant vehicle safety checks and documentation to report defects promptly.
- Reordered and restocked at optimal times using data to record movement of goods.
- Tracked inventory levels and optimised ordering strategies to meet availability needs whilst maintaining budget goals.
- Negotiated contracts with suppliers to establish quality, cost and delivery requirements.
- Created purchasing and distribution strategies in line with wider business goals.

SKILLS

- | | |
|--------------------------------|----------------------------------|
| • Upselling expertise | • Marketing strategy development |
| • Client communication | • Sales goal attainment |
| • Sales and market development | • Sales forecasting |
| • Interpersonal communication | • Marketing campaign management |
| • Root cause problem-solving | • Presentations and proposals |
| • Business development | |

EDUCATION

Kerala University, Kerala, India, 2010

Bachelor of Arts: Economics (Distant Study)

- [\[Degree\]](#) Graduate

LANGUAGES

English, Hindi, Malayalam: First Language	
English:	B2
<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>
Upper Intermediate	Upper Intermediate
Arabic:	A2
<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>
Elementary	Upper Intermediate
Hindi:	B2
<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>
	Upper Intermediate
Malayalam:	B2
<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>
	Upper Intermediate