

MOHAMMED ANAS CP

Direct Selling | Area Sales Manager | Category Sales

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PROFESSIONAL SUMMARY

Results-driven sales professional with over five years of experience in sales management and direct selling. Proven track record of leading high-performing teams, driving revenue growth and building lasting customer relationships. Skilled in strategic planning, market analysis and implementing effective sales strategies to achieve business objectives. Known for a strong work ethic, leadership ability and commitment to delivering exceptional results in competitive markets.

CORE COMPETENCIES

- Sales and Marketing
- Team Leadership
- Relationship Management
- Strategic Planning
- Market Research
- Customer Acquisition and Retention

PROFESSIONAL EXPERIENCE

Sales Officer , Team Thai FMCG Company

Aug 2024 – Apr 2025 Pullur, Manjeri

- Directed and coached a team of sales representatives to exceed performance targets.
- Executed comprehensive sales strategies tailored to market demands.
- Built and maintained lasting client relationships to boost customer loyalty.
- Conducted in-depth market analysis to identify growth opportunities.

Sales Manager , T Trade Marketing Distribution Company

June 2020 – June 2024 Pookkottur, Malappuram

- Supervised and mentored a team of sales professionals, achieving consistent target attainment.
- Designed and implemented strategic sales plans aligned with business objectives.
- Strengthened client relationships through regular engagement and service excellence.
- Analyzed competitive landscape and market trends to optimize sales approaches.

Sales Representative , Smart Way Direct Selling Company

May 2018 - Apr 2020 Thrissur

- Actively promoted and sold company products to individual and business customers.
- Delivered engaging product presentations and demonstrations.
- Ensured top-tier customer satisfaction through proactive support and service.

EDUCATION

- **Master of Business Administration (MBA)**
Bengaluru Central University | 2019 – 2021
- **Bachelor of Commerce (BCom)**
Calicut University | 2014 – 2017

LANGUAGES

- English
- Hindi
- Arabic
- Malayalam

INTERESTS

- Competitor Product Analysis
- Market Trends & Insights
- Identifying Demand-Driven Products
- Exploring Market Potential
- Understanding Customer Needs