



Sihas Kunnoth



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CORE QUALIFICATIONS

- Responsible for achieving sales target of the assigned route
Follow visit schedule strictly per route-plan
- E n s u r e the assigned area route is adequately covered and conform to delivery schedule
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- Inform immediate superior of new establishments that open in his assigned area. Visit these establishments and update visit schedule
- Communicate potential and actual problems that may affect the product- distribution in the assigned territory
- Reconcile total daily sales with assigned (Assistant) Sales Manager / Supervisor
- Deposit cash with the cashier on the same day and submit relevant invoices to immediate supervisor for review. Make sure that all outstanding amounts are settled per UFC mandate days
- Follow traffic rules established by UAE Road and Traffic Authority
- Conduct market survey (especially competitor activity) as required by the company
- Provide adequate market feedback to immediate superior
- Sales and Collection target achievement in the assigned route
- Better distribution in the lower end of the trade

EDUCATION

09/2006 - 05/2009

GBHSS PALLOR | India,
Pondicherry, Mahe

PROFESSIONAL SUMMARY

Responsible for developing the business plan and sales strategy to achieve volume and revenue growth while ensuring profitability by analyzing opportunities, signing new customers, and managing existing customers. Lead the sales team by evaluating, training, and motivating them to achieve the company's goals.

Self-motivated individual offering excellent skills in customer relations and upselling products and services. Seeking a similar position where skills in conflict resolution will be embraced.

EXPERIENCE

04/2022 – 01/2024

HORECA Food Service (Sales Supervisor)

Safco Group of Companies | Northern emirates, UAE

- Source new sales opportunities by meeting with procurement and senior management decision makers in the UAE to introduce the brand and increase brand awareness.
- Selling Chilled and Frozen Meats, Poultry and Seafood to hotels, restaurants and traders located across the UAE.
- Persuade potential and existing customers through sales meetings, emails and telephone calls to purchase existing products.
- Develop and implement a clearly defined sales plan for new and existing accounts and proactively track the performance of your accounts to identify key drivers of the performance and implement corrective actions to deliver against sales targets.
- Work closely with the marketing team to develop trade promotions and lead industry exhibition and trade show initiatives such as Gulfood.
- Update CRM with customer information, generate quotations and prepare sales reports.
- Completed performance reviews and assisted team in improving performance.
- Collaborated with management and executives and made strategy recommendations based on insights into sales operation
- Gave team members support needed for upselling products and services and closing sales with customers.
- Promoted culture of customer focus, product knowledge and production solutions to build loyal customer base.
- Drove sales team's ability to meet obligations to both clients and company by organising and coordinating schedules.
- Managed sales team of setting performance goals and strategies for attainment.
- Generated new customer revenue of per week.
- Demonstrated high level of customer service to all clients by asking questions and assisting on sales floor.
- Educated customers on available processes and services.
- Generated monthly and annual sales reports to determine growth and areas requiring improvement.
- Increased profitability by developing pipelines utilising multiple marketing channels and sales strategies.
- Forecasted product sales and achieved quarterly and annual sales objectives.

LANGUAGES

English, Malayalam: First
language

Hindi: C1

Advanced

Arabic: C2

Proficient

Tamil: C1

Advanced

INTERESTS

- Reading books
- Watching movies and football and cricket
- Playing billiards
- Playing cricket and football

- Created strategic sales plans, designed to increase sales, customer loyalty and market awareness.

09/2021 - 04/2022

Key Account Executive

NTDE | Dubai, Uae

- Tracked and analysed key account trends, identifying opportunities for growth and eliminating potential threats.
- Managed key account matters including solving issues, updating on project milestones, attending meetings and managing other communications.
- Applied excellent negotiation, upselling and sales techniques to maximise revenue.
- Designed and implemented annual blueprints for accounts to pinpoint each account's direction, opportunities and priorities for internal and external stakeholders.
- Encouraged sales teams to dedicate sufficient time to supporting strategic partners with execution plans.
- Retained and developed allotted significant customer base by working with senior staff to create added value in customer experiences.
- Carried out risk assessments before taking on new accounts by analysing account potential based on client portfolios' likelihood to make profits.
- Developed awareness of projects within project chain and communicated with regional sales managers to capitalise on all commercial opportunities.
- Built and capitalised on relationships by networking with important influencers and decision-makers to position company as premier industry brand.
- Developed new business opportunities in existing customer portfolios to meet, upgrade and cross-sell revenue targets.
- Acted as organisational brand ambassador at essential trade and consumer events, upholding brand standards.
- Prepared and presented technical and commercial offers to clients based on company standards.
- Cultivated solid and loyal relationships with existing clients to deliver demand generation.
- Developed and implemented sales strategy for new business opportunities across account portfolios and broader businesses.
- Led strategic commercial negotiations to enable long-term profitable growth.
- Formulated marketing and promotional strategies to drive business revenue.
- Held regular meetings with trade staff to delegate tasks, communicate market trends, sales KPIs and priorities.
- Devised promotional offers and discounts to peak customer interest.
- Merchandised displays to showcase new and popular items.
- Actioned customer feedback to improve product and service provisions.
- Managed finances by controlling budgets and authorising expenditures.
- Managed the evaluating, determining value and pricing of new products within product range.
- Hit sales targets by seeking opportunities for operational expansion and new customer acquisition.
- Labelled goods clearly and accurately in line with Trading Standards laws.
- Reduced waste by offering special prices on goods nearing expiry dates.
- Set prices based on market capacity and demand to achieve revenue targets.
- Recruited motivated, personable staff to deliver outstanding customer care.

- Hired and trained staff for optimum performance against sales and marketing objectives.
- Stored stock safely and securely to maintain quality of goods.
- Created price and credit policies to balance risk profiles with profit targets.

03/2014 - 08/2021

Sales executive

LIFCO group of companies | Dubai, Uae

- Contacted current and potential clients to promote, upsell and cross-sell products and services.
- Referenced weekly sales ad and promotional signage to verify and enforce correct pricing.
- Customised service offerings to accommodate consumer needs.
- Showcased product features and benefits to drive sales.
- Managed customer relationships through consultative sales techniques to attain individual sales goals.
- Liaised with potential customers to determine needs and provide recommendations.
- Closed large sales to exceed quota and align with company targets.
- Participated in continuous product development training to maximise sales potential.
- Contacted customers to set-up appointments, monitor satisfaction levels and upsell additional offerings.
- Studied competitors to develop innovative selling strategies.
- Applied processes and systems with proven results to increase customer satisfaction.
- Planned and coordinated product sales to exceed revenue projections and growth targets.
- Mentored sales representatives to demonstrate proven sales strategies and apply best practices.
- Retained clients and obtained referrals by promptly resolving customer complaints, adding value and elevating service quality.
- Processed and loaded deliveries and backstock onto store shelves.
- Advised customers on product range, price, delivery, warranties and product use.
- Took stock of products and updated inventory records with new totals.
- Met sales targets through proactive promotion and excellent customer service.
- Gained extensive knowledge of product inventory to aid customers with merchandise enquiries.
- Helped guests obtain specialised support for product, service and payment issues.
- Packed and processed stock from fresh counters using wrapping machines.
- Built displays of items for special promotions and updated signs with correct pricing.
- Set up temporary sales structures at markets to attract new customers.
- Kept shelves neat, clean and organised through visual merchandising.
- Shared new products and promotions with customer to encourage sales.
- Operated register to process payments via cheque, cash and cards.
- Rotated stock on shelves, reducing stock waste and minimising store losses.
- Replenished items and organised displays to keep stock looking professional.
- Selling frozen and cold products

01/2010 - 02/2014

Van Salesman

Al Rawabi dairy | Fujairah, Uae

- Covering Fujairah, Khor Fakkan, Dibba and Kalba

- Delivering purchase orders and informing existing customers of new products. Increasing sales by promoting products and analysing competitor behaviour
- Signing sales contracts, taking purchase orders, and collecting payments. Accounting for the safe and timeous delivery of purchased products Maintaining sales and delivery records, as well as meeting sales targets
- Manage current customer base through frequent communication and excellent service.
- Target prospects and conduct cold calls to grow the customer base
- Work to meet all established sales target

AFFILIATIONS

- Member, **Union**

DATE OF BIRTH 29NOV1987

Thalasseri, Kerala

Visa Status: Visit Visa