



Overview

Result-oriented professional with experience in the fast-moving consumer goods industry, specializing in strategic sales management and impactful marketing initiatives. Seeking senior-level opportunities as an Area Sales Manager (ASM) or Regional Sales Manager (RSM) in diverse industries, both domestically and internationally. Known for expertise in modern and general trade, with a resilient approach to driving growth and achieving organizational goals.

SYED HUSSAIN QUADRI

AREA SALES MANAGER



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Core Competencies

Strategic Sales Management

Market Penetration Strategies

Brand Development

Client Relationship Management

Channel Partner Development

Sales Training and Development

Competitive Market Analysis

Revenue Growth Strategies

Product Launch Management

Performance Metrics and KPIs

Team Management

Training & Development



Profile Summary

- **Extensive Industry Experience:** Over 21 years of in-depth expertise in the fast-moving consumer goods (FMCG) sector, with a proven track record in developing innovative sales strategies and executing impactful marketing practices that drive market growth.
- **Strategic Leadership in Sales Operations:** Currently serving as Area Sales Manager at VRB Consumer Products, leading dynamic sales initiatives across Andhra Pradesh and Telangana to enhance market presence and optimize operational efficiency.
- **Team Empowerment and Process Optimization:** Demonstrated ability to lead diverse teams with a focus on collaboration and operational excellence, consistently optimizing processes that drive substantial business success and align with strategic goals.
- **Transformative Revenue Growth:** Achieved a remarkable increase in monthly turnover from ₹32 lakhs to ₹90 lakhs through strategic initiatives and effective teamwork, significantly enhancing overall business performance.
- **Inspirational Leadership:** Renowned for cultivating an environment of collaboration and motivation, empowering teams to consistently exceed sales targets while enhancing individual performance and engagement.
- **Market Insight and Competitive Strategy:** Expert in conducting comprehensive market analyses and leveraging competitive insights to uncover new business opportunities, formulating effective sales strategies that resonate with target audiences.
- **Cost Efficiency and Profitability Enhancement:** Spearheaded a transformative project that optimized distribution processes, achieving a cost reduction of approximately ₹13 lakhs and increasing overall profitability by 2.5%.
- **Strategic Client Relationship Management:** Excels in managing critical accounts and nurturing strong client relationships, ensuring exceptional customer satisfaction and loyalty through customized, value-driven solutions.
- **Exceptional Negotiation and Strategic Acumen:** Recognized for outstanding negotiation skills and strategic thinking, consistently crafting innovative sales strategies that drive significant revenue growth and elevate brand visibility in diverse markets.
- **E-Commerce Expansion and Digital Innovation:** Successfully established a new e-commerce channel, contributing to a remarkable increase in online sales, significantly expanding the company's digital footprint and customer engagement.
- **Mentorship and Team Development:** Proven ability to mentor and cultivate high-performing sales teams, resulting in enhanced employee engagement, retention rates, and sustained long-term business success.
- **Customer-Centric Solutions and Retention Strategies:** With a strong emphasis on customer satisfaction, implemented tailored solutions that led to a notable increase in client retention rates, reinforcing a commitment to building enduring relationships and delivering exceptional value.



Soft Skills



Planner



Change Agent



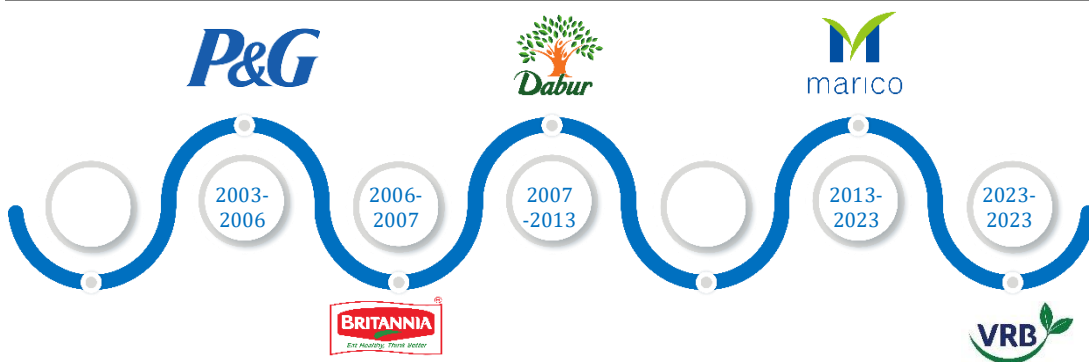
Decision-Maker



Collaborator



Career Timeline



Education

M.B.A (Marketing/HR)
B.L.D.E.A's A.S.P College of Commerce, Bijapur,
(Pursuing)

M.Com
Sri KrishnaDevaraya University, Anantapur ,
(1999-2001)

B.Com (Computers)
Osmania College, Kurnool, Sri Krishnadevaraya
University, (1999)

Highlights

- Certified with ADCA Certification Course
- Received N.C.C "C" Certificate (Army Wing)
- Participated in Trekking Camp
- Involved in National Integration Camp
- Parasailing (Air Wing)
- Administered Basics Leadership camp

Personal Details

Languages Known : English, Hindi, Telugu,
Kannada, Urdu & Arabic

Work Experience

VRB Consumer Products Pvt. Ltd., Hyderabad, Area Sales Manager, July 2023 – December 2023

Responsibilities:

- Sales Operations Leadership and Strategic Business Planning:** Orchestrated comprehensive sales operations across Andhra Pradesh and Telangana, focusing on modern trade, B2B, B2C, and e-commerce accounts. Developed robust business plans to maximize market penetration and enhance brand visibility.
- Team Development and Management:** Directed a high-performing team of 18, fostering a culture of excellence and continuous improvement through targeted training initiatives that enhanced product knowledge and sales techniques.
- Market Research and Relationship Management:** Conducted extensive market research to identify trends and customer preferences, while cultivating strong relationships with channel partners and distributors to optimize supply chain efficiency.
- Performance Monitoring and Promotional Strategy Coordination:** Monitored sales performance metrics, providing actionable insights to senior management, and coordinated promotional activities to drive product awareness and increase sales volume across all channels.
- Regulatory Compliance and Ethical Conduct:** Ensured compliance with company policies and industry regulations, maintaining high standards of ethical conduct and operational integrity throughout all sales operations.
- Customer Feedback Implementation and Satisfaction Improvement:** Developed a customer feedback loop to enhance product offerings based on consumer insights, resulting in significant increases in customer satisfaction scores.

Achievements:

- Recognition for Team Management:** Earned recognition for outstanding performance in team management, contributing to a cohesive and motivated workforce that consistently exceeded sales targets.
- Expansion of Distribution Network:** Established three new distribution partnerships, significantly expanding the company's reach and enhancing product availability in key markets.
- Market Share Increase:** Implemented innovative sales strategies that resulted in a substantial increase in market share within the region, strengthening the company's competitive position.
- Award for Operational Excellence:** Awarded for exemplary performance in achieving sales growth and operational excellence within the first six months of tenure, underscoring a commitment to results.
- Significant Leadership Impact:** Demonstrated exceptional leadership by driving revenue growth, enhancing team performance through targeted training, and fostering strong customer relationships that contributed to increased satisfaction and loyalty.

Marico Limited, Hyderabad, Territory Sales Executive, April 2013 – June 2023

Responsibilities:

- Sales Strategy and Team Leadership:** Managed a comprehensive sales strategy for the Vijayawada and Hyderabad territories, leading a diverse team of 55 personnel. Provided mentorship to ensure effective execution of sales initiatives while fostering a high-performance culture.
- Market Assessment and Product Innovation:** Conducted regular market assessments to identify growth opportunities and spearheaded the introduction of new SKUs. Collaborated with cross-functional teams for successful product launches and promotional campaigns, enhancing customer engagement and aligning product offerings with market demands.
- Operational Efficiency and Inventory Management:** Streamlined inventory management processes to optimize stock levels, reduce operational costs, and improve sales forecasting accuracy. Engaged with key accounts to cultivate long-term relationships and ensure customer satisfaction through tailored solutions.
- Sales Data Analysis and Reporting:** Recorded and analyzed sales data to provide insights for strategic planning and performance evaluation. Championed collaboration with marketing and product development teams, leading to the successful launch of products that contributed to sales growth.

Achievements:

- Transformative Revenue Growth:** Drove revenue growth from ₹2 crores to ₹7.8 crores monthly, significantly enhancing the company's market position and profitability.
- Top Performer Recognition:** Consistently recognized as a top performer within the organization, ranking among the top 50 employees for three consecutive years due to exceptional sales performance.
- Portfolio Expansion Contributions:** Played a pivotal role in expanding the product portfolio, significantly increasing SKU availability and market presence across territories.
- Awards for Leadership and Strategy:** Honored for exceptional contributions to team performance and sales growth, receiving accolades for leadership and strategic execution in sales initiatives.
- Innovative Sales Strategies Implementation:** Excelled in driving revenue growth through innovative sales strategies, effective team leadership, and a strong focus on data-driven decision-making, significantly enhancing the company's market presence.

Dabur India Ltd., Bangalore, Business Development Manager - August 2007 – March 2013

- Led a team of 2 TSIs, 6 Promoters, and 8 Merchandisers, managing an annual turnover of ₹8.5 crores and ensuring optimal performance across all sales channels (General Trade, Modern Trade and HORECA) through effective leadership.
- Maintained strong relationships with key accounts, facilitating effective communication and collaboration to achieve shared objectives and enhance mutual success.

Britannia Industries Ltd., Gulbarga, Territory Sales In-charge, June 2006 – August 2007

- Managed distributor relationships and implemented sales strategies to enhance product availability and market share in the region, achieving targeted sales outcomes.
- Conducted regular training sessions for distributors and retailers to ensure alignment with company objectives and enhance product knowledge and sales effectiveness.

Procter & Gamble Home Products Ltd., Gulbarga, Sales Team Leader, April 2003 – May 2006

- Oversaw branch operations, ensuring profitability and efficiency through effective team management and operational oversight to drive business success.
 - Conducted regular audits of cash transactions and inventory, maintaining high standards of financial integrity and accountability to protect company assets.
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