

UNNIKRISHNAN A

Results-driven Sales Professional with over 6 years of experience in diverse sectors, including FMCG and Telecommunications. Proven expertise in engaging with customers, identifying their needs, and delivering tailored solutions with a professional, courteous approach. Adept at building long-term customer relationships to ensure satisfaction and drive repeat business. Committed to leveraging in-depth product knowledge to deliver exceptional service, exceed sales targets, and contribute to sustainable growth.

Work Experience

Merchandiser

January 2024 - Present

Gulfar Foodstuff Pvt Co, Dubai, UAE

- Delivered exceptional customer service by greeting and assisting customers in a friendly, approachable manner, ensuring a welcoming shopping environment.
- Provided expert product knowledge, guiding customers in making informed decisions, particularly for nuts and spices, highlighting their unique qualities and benefits.
- Built and maintained strong customer relationships through personalized service, addressing specific needs and preferences to drive repeat business.
- Managed and organized visually appealing product displays, ensuring optimal stock levels, product visibility, and customer engagement.
- Monitored inventory levels, facilitated timely restocking, and ensured efficient stock rotation to reduce waste and enhance product availability on the floor.
- Addressed customer inquiries and resolved complaints promptly, ensuring high levels of customer satisfaction and contributing to improved retention rates.

Merchandiser

2022- December 2023

Nellara Foodstuff co, Dubai, UAE

- Maintained visually appealing store displays that effectively highlighted the quality and richness of the product range, increasing customer interest.
- Ensured stock levels were adequately maintained, promptly replenishing shelves to ensure product availability.
- Monitored inventory, coordinated with suppliers, and restocked products as necessary to maintain optimal stock levels.
- Worked closely with store management to arrange promotional displays, ensuring effective product placement and alignment with sales strategies.
- Ensured all products were clearly labelled and priced, following company guidelines to create a seamless shopping experience for customers.

Sales Executive,

January- December 2021

Phonepe Pvt Ltd, Kerala, India

- Conducted regular visits to prospective and existing customers, maintaining detailed records of interactions and feedback for efficient follow-up.
- Articulated key features, benefits, and value propositions of the PhonePe Business App to customers, ensuring a clear understanding of product offerings.
- Consistently met or exceeded sales targets, driving revenue growth & expanding customer base.
- Built and nurtured strong customer relationships through personalized service, fostering trust and ensuring long-term partnerships.
- Generated and qualified leads through proactive outreach, targeting new business opportunities and expanding market share.
- Negotiated and closed deals effectively, ensuring mutually beneficial terms and driving overall sales performance.

Sales Executive,

2014-2020

Hindusthan Unilever Ltd, Kerala, India

- Consistently met and exceeded sales targets for assigned brands within a designated territory, driving revenue growth and enhancing market share.
- Followed a structured sales route, ensuring regular and timely visits to all retail outlets, maintaining a steady sales pipeline and customer engagement.
- Ensured continuous product availability by preventing stockouts in assigned outlets, optimizing sales conditions, and maintaining brand presence.
- Managed stock rotation efficiently, reducing market returns and preserving product freshness to support improved sales performance.
- Collected payments and ensured accurate, timely closing of financial transactions, maintaining financial integrity and adherence to company policies.
- Monitored and managed inventory levels to maintain sufficient stock for all SKUs in assigned outlets, preventing sales disruptions and optimizing stock turnover.



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Education

Diploma in Driver cum Mechanic,
Govt ITI Kasaragod,
2011-2012

HSE Computer Application,
CHSS Kasaragod,
2009-2011

Skills

- Good Communication
- Product Knowledge
- Customer Service
- Negotiation Skills
- Active Listening
- Sales Techniques
- Relationship Building
- Problem-Solving Skills
- Time Management
- Persuasion Skills
- Adaptability
- Team Collaboration
- Attention to Detail
- Resilience
- Goal-Oriented

Languages

- English (Fluent)
- Hindi (Proficient)
- Malayalam (Native)
- Tamil (Proficient)