

MUHAMMAD ZAMAN

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MBA - Swiss Business School



SALES EXECUTIVE

FMCG Sales – Direct Sales -- Leadership – Execution

A dedicated Sales Executive with over 12 years' experience in direct sales for the FMCG industry. To Lead, Manage, Develop and Control sales team of a channel. Skilled in leading sales teams to penetrate new markets to achieve sales goals. Now looking for a new challenging appointment within the FMCG sales. Build a strong distribution network for achieving greater market development.

AREAS OF EXPERTISE

Channel Management
Direct Sales
Planning/Directing

Team Leadership / Motivation
Distribution
Key Account Management

FMCG Sales
Execution
Customer Service

PROFESSIONAL EXPERIENCE

Sales Executive April 2023 to March 2025 Aal Mir Group, Dubai, UAE

- I achieve the Sales Target, Market Coverage and Product Range Distribution in the marketplaces.
- I build and maintain strong relationships with Key Accounts and negotiate BDA
- I ensure timely implementation of Promotional Plans as agreed with Trade Marketing Manager.
- Monitor the salesman daily sales, rectify problem situations and ensure daily sales targets are achieved.
- I collaborate with various departments to insured smooth delivery of all customers.
- I achieve set KPIs on Distribution, Product Visibility, BDA implementation as per market share and planogram.
- I also execute all promotional activation as per targeted timelines and evaluate consumer trends.
- Increased sales by 15% by developing and implementing a new sales strategy. Successfully launched several new products and increased market share.
- I managed a supermarkets and hypermarkets and achieved a 95% customer satisfaction rating. Built and maintained strong relationships with key customers, resulting in repeat business and increased sales.
- I develop and implement sales strategies to achieve or exceed sales targets.
- I take ownership and full responsibility of assigned markets and deliver all agreed KPIs.

Sales Representative April 2018 to April 2023 Arla Foods Dubai, UAE

- To effectively manage all sales, distribution and merchandising functions for assigned area in order to achieve company business targets.
- Lead the development and deployment of the RTM (Route to Market) strategy.
- Achieve budgeted Receivables (DSO) on monthly basis.
- BDA (Business Development Agreement) visibility contracts negotiation and finalization,
- Aging and near expiry stocks propose and implement effective stock rotation to minimize liquidation losses
- Collaborate with marketing to ensure all launch activities require to meet brand, channel and customer objectives are executed through effective distributor management
- Work and develop an assigned territory to achieve sales targets through the modern trade and traditional trade customers.
- Direct coordination with focus on Hypermarkets, Supermarkets, Groceries, Wholesaler and other Distributors and principals representative
- Drive DPSM (Distribution-Pricing-Shelving-Merchandizing) across assigned Territory and outlets.

- Develop the outlets & place racks in prime locations and sell full range of products by implementing the plan.

Van Salesman Oct 2015 – Mar 2018 Maxco Foodstuff LLC, Dubai, UAE

- Managing demand, developing new relationships and keeping track of sale and distribution across United Arab Emirates.
- Ensure of effect use of FIFO method
- Managing Direct sales and B2B customers deal and merchandising teams Meet or exceed monthly, quarterly, annual sales goals.
- Follow the daily route plan and administration steps to have smooth sales operation.
- Meeting sales targets by designing promotions and leading the merchandising teams
- Regular visits, shelf managing and customer profiling across retailing networks.

Salesman Aug 2013 – Sep 2015
Sahm Al Hail Trading LLC, Muscat, Sultanate of Oman

- Lead, develop and motivate a team of sales professionals to achieve individual and team sales targets, in addition to manage own portfolio of key account clients in order to serve and grow existing business.
- Maintaining and developing relationships with existing customers in person and via telephone calls and emails.
- Implemented advertising and marketing campaigns especially for innovative products
- Planning and focusing of sales targets
- Developed and followed up on customer satisfaction
- To keep relations with old customers intact, and if possible, take them to better heights

Sales Officer 2012 to 2013
Pepsi (Riaz Bottler Pvt. Limited) Lahore, Pakistan

My responsibilities include managing the following functions:

- Meeting with clients regarding sales and ongoing promotion
- Following up payment from clients, handling invoices
- To deal with customer complaints and resolve all product order discrepancies
- Develop new business and make new customer
- Take order from clients and make stock delivery on time
- Make possibilities to achieve daily, monthly and yearly sales target and increase sales volumes
- Motivate 5 member's sales team to generate and increase sales volumes

EDUCATION:

MBA Swiss Business School, Dubai (2025)

Bachelor of Arts: Bahauddin Zakariya University Multan, Pakistan (2008)

Diploma in Commerce: Management and Commerce, Ideal College of Commerce (2005)

Computer Knowledge: Sound knowledge of Microsoft Office (Word, Excel, PowerPoint) and Other Application

PERSONAL PROFILE:

Driving License	Dubai, United Arab Emirates
Language:	English, Hindi, Arabic, Punjabi, Urdu