



# SHUAIB P

## SALES EXECUTIVE

**Address** : Abu Dhabi, United Arab Emirates  
**Phone** : +971 501815103  
**Email** : shuhaibpcalicut@gmail.com  
**License** : Have Valid UAE Manual driving License

### PROFESSIONAL SUMMARY

Dynamic and results-driven sales professional with over 14 years of proven success in driving revenue growth and cultivating long-term client partnerships across retail and distribution sectors. Adept at strategic sales planning, consultative selling, and leveraging CRM platforms to identify upselling opportunities. Highly skilled in resolving customer concerns with empathy and efficiency, consistently surpassing performance targets. Multilingual communicator with strong negotiation prowess, a proactive mindset, and a passion for delivering exceptional customer experiences.

### PROFESSIONAL EXPERIENCE

#### SALES ATTENDANT

2021 – Present

Adnoc Distribution, Abu Dhabi, UAE

- Managed and nurtured relationships with key customers to ensure loyalty and repeat business
- Resolved customer complaints promptly by leveraging active listening and problem-solving skills
- Upsold and cross-sold fuel, convenience, and ancillary products to maximize revenue per transaction
- Conducted regular business reviews via CRM programs to identify upselling opportunities
- Monitored competitor offerings and adjusted sales approach to maintain competitive advantage

#### BUSINESS DEVELOPMENT EXECUTIVE

2012 – 2021

Shani Gold, Calicut, Kerala, India

- Developed new business opportunities through prospect research, cold calling, and networking
- Delivered persuasive presentations to showcase gold products and promotions to high-value clients
- Cultivated strong customer relationships to drive repeat purchases and referrals
- Collaborated with cross-functional teams to streamline product launches and promotional campaigns
- Utilized productivity tools to generate actionable sales reports and track market trends

#### SALESMAN

2011 – 2012

Hyundai, Kerala, India

- Identified potential customers and generated leads through in-person outreach and product demos
- Conducted engaging product presentations to highlight vehicle features and benefits
- Built rapport with customers to understand individual needs and align them with suitable offerings
- Assisted in showroom display setup and inventory management for vehicle models and parts

### EDUCATION

#### Secondary School Leaving Certificate (SSLC)

Board of Public Examinations, Kerala, India

### CORE COMPETENCIES

- Developing and executing comprehensive sales strategies by analyzing market trends and customer behaviors to increase market share and achieve revenue targets
- Building and maintaining strong customer relationships through active listening, personalized follow-ups, and prompt resolution of concerns to foster loyalty and repeat business
- Leveraging CRM platforms to accurately document sales activities, track leads, and optimize follow-up processes, ensuring a consistent pipeline of qualified prospects
- Conducting persuasive product demonstrations and presentations that translate technical features into clear customer benefits, driving higher conversion rates
- Executing upselling and cross-selling techniques by identifying complementary product opportunities and aligning recommendations with individual client needs
- Collaborating with cross-functional teams—including marketing, operations, and finance—to streamline product launches, promotional campaigns, and sales initiatives

### PROFESSIONAL SKILLS

- Expert at understanding customer needs and tailoring solutions expectations, resulting in high satisfaction and repeat business.
- Proficient in establishing rapport with diverse clientele, fostering trust through transparent communication and consistent follow-up.
- Quick to identify underlying issues, employ active listening, and deliver timely solutions that preserve customer loyalty.
- Capable of gathering and analyzing market data to anticipate trends, adjust sales strategies, and maintain a competitive edge.
- Experienced in coordinating with cross-functional teams—marketing, , streamline processes, and drive cohesive sales campaigns.

### LANGUAGES

English , Hindi, Malayalam