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**MIRZA ADILBAIG**

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**Significant Experience in Sales Operations & Business Management.**

**SYNOPSIS**

* Area sales Manager with 19 years experience in Business Development, Channel Sales, Planning & implementing of sales strategies, Dealer Management, and Team Management with reputed organizations
* Proven track record of increasing revenues, establishing networks, streamlining workflow and creating a teamwork environment to enhance productivity
* Proficient in steering bottom line profitability by ensuring optimal utilization of available resources
* An effective communicator with excellent relationship building & interpersonal skills
* **Currently working as Sales Manager, Mother India Food Products (INDIA) June-2018 till date**

**CORE COMPETENCIES**

**Business Development & Sales Management**

* Strong business acumen sense and industry expertise. Proven ability to drive the sales process from plan to close. Excellent leadership, coaching and people management skills.
* Able to work independently and take initiative.
* Lead a team of sales personnel. Actively explore business opportunities to increase sales volume.
* Identified potential markets, sales channels, competition and propose effective sales strategy plan for account expansion & development to achieve monthly and quarterly sales targets & KPIs.
* Managing all sales channels, e.g. Traditional Trade and Food services and ensure daily operations functioning well. Present relevant sales & operations reports and forecasts to the management team.
* Have knowledge of all customer complaints and ensure that all complaints are investigated and resolved in a timely fashion. Work closely with logistics and distribution department to ensure that all orders are filled properly and in a timely manner
* Tracking and Analyzing the Sales Data to find strengths and weakness. Lookout for new opportunities for increasing distribution and availability of range
* Ensuring maximum brand visibility and capture optimum market shares
* Drive business growth through identification & penetration of new market segments
* Explore new business opportunities and expand market base with new customers
* Designing of entry Strategy for new territory covering all aspects of the Business Development
* Seek & continuously develop knowledge about competitors' activity, pricing, tactics, relative strengths and Selection & finalization of wholesalers & mini-wholesalers in the target markets.
* Conduct product launch and promotional activities
* Identifying opportunities within the assigned territories for further business development scope
* Leading, monitoring the performance of the team to ensure efficiency in process operations & meeting of individual & group targets.
* Assign territories and set targets for all Sales Supervisors , Conduct periodic meetings to review performance

**ORGANISATIONAL EXPERIENCE**

**Since Dec ’12 to May 2018: Saudi Dairy & Food Stuff Company (SADAFCO)**

**As Senior Sales Supervisor**

***Notable Contributions:* Dairy and Food Stuff Business**

**Role: Sales & Business Development**

* + - * Responsible and accountable for supervising a team of 10 Van salesmen, ensuring the correct service levels, distribution and display of company products to an agreed customer base
      * Responsible and accountable for wastage control for all routes and outlets
      * Ensure all sales routes have up to date route plans & all customer data integrity is continually updated and correct
      * Ensure that all routes have the correct quantity and mix of saleable product to service their outlets on a daily basis as per the company must stock list.
* Review daily the service levels and sales volume and wastage performance by route with each salesman in his team.
* Responsible to ensure the correct visibility and display of products in all outlets is as per the company agreed standards
* Ensure that salesmen reconcile their van stocks and cash deposit on a daily basis
* Keep a note on Van Salesmen Training programs before and after launch, thus making everything ready for the Launch
* Visibility of product placed at retailer counters and Mini market in Freezer & Chiller. Tracking the schedule calls, completed calls and drop size for each route by using SEBA
* Manage & monitor performance of van salesmen to ensure all areas deliver the targeted volume & margin for both food and Frozen (Ice-Cream) Business.
* Achieve the budgeted volume & margin of products to deliver company’s targeted profit
* Monitored and ensure that the orders of all products are in line with the market demand to control wastage & optimize sales
* To direct, train and motivate the sales force to ensure the individual performance of each Team member
* Monitor the performance of the sales staff and develop the sales team in terms of product knowledge, service offering, sales tactics and approach
* Managed range, Assortment, Space, Visibility & Chilling Infra placement at the stores for the designated customers
* Provide monthly reports about sales, customers, product mix
* Distributed the monthly sales target between the sales team according to products, customers, territories and market segments
* Kept direct contact with key customers to ensure high level of service is provided
* To generate and pursue new business opportunities
* Maintain comprehensive knowledge of products and services offering, market intelligence, industry trends and competition in their assigned territory
* Ensure understanding of business and procurement processes of the prospective customer to determine the short-term, and long-term, potential for a relationship with the company
* Representing the company in the most professional possible manner
* Ensure that all customers comply with company credit policy to avoid any financial loss
* Make sure all employees adhere to quality & safety policy to ensure product quality & employee safety
* Continuous Follow-ups & coordination with logistics, quality and accounts teams to resolve quality & payments against invoice related issues
* Effective Coordination with marketing team to provide Brand Visibility at outlets
* Increased infrastructure (No of routes & trucks) to serve the uncovered areas
* Implementation of marketing plans and consumer activity plans
* Ensure proper and pre-agreed merchandising is applied to Mini market outlets

**JAN 06 TO Nov-12: MOTHER DAIRY FRUIT & VEGETABLE PRIVATE LIMITED**

**BUSINESS DEVELOPMENT EXECUTIVE**.

* Tracking the Schedule Calls, Completed calls and Drop Size for each Route by using Route Sheets and TSB
* Substantially increased business through identifying remote areas and opened 210 new accounts cracked 26 competitors’ monopoly accounts
* Continuous follow-ups & coordination with logistics, Quality and Accounts Teams to resolve quality & payments against invoice related issues
* Effective Coordination with Marketing Team to provide Brand Visibility at outlets
* Increased infrastructure (No of routes & Trucks) at distributor point to serve the uncovered areas
* Conducted activities like cooking competitions at apartments, In-shop activities, Door-TO-Door sampling, and Scratch Cards & Customer education programmes to convert competitor customers
* Concentrate on New Outlets and New Agents
* Planning and implementing Trade Scheme
* Ensure communication regarding trade schemes will reach to all the channel partners in time

**Jun’ 03-Dec’05: HYUNDAI MOTORS INDIA LTD**

**SALES & MARKETING CONSULTANT**

* Understands automobiles by studying characteristics, capabilities, and features; compare and contrasting competitive models; inspecting automobiles
* Develops buyers by maintaining rapport with previous customers; meeting prospects at community activities; greeting drop-ins; responding to inquiries; recommending sales campaigns and promotions
* Qualifies buyers by understanding buyer's requirements and interests; matching requirements and interests to various models; building rapport
* Demonstrates automobiles by explaining characteristics, capabilities, and features; taking drives; explaining warranties and services
* Closes sales by overcoming objections; asking for sales; negotiating price; completing sales or purchase contracts; explaining provisions; explaining and offering warranties, services, and financing; collects payment; delivers automobile
* Provides sales management information by completing reports
* Establish customer relationships: identify customers’ needs, ensure all customers concerns are addressed, manage all marketing communications, and ensure customer satisfaction and loyalty
* Sourcing, selecting and leading the third party brand communications support agencies (creative, PR, event, promotion, direct marketing and media) to develop, organize and implement advertisements, merchandise, events and campaigns
* Gathering continuous intelligence on the brands’ equity and tracking performance including closely monitoring sales, market share and consumer fundamentals (attitudes and behavior i.e. needs, wants, motives, awareness, trial, usage, preference, image perceptions), and new opportunities
* Planning and managing all marketing resources according to agreed budgets
* Writing and delivering periodic (e.g. monthly) updates of activities, plans and achievements other reports , presentations as and when needed

**ACADEMIC**

* **MASTERS IN BUSINESS ADMINISRTATION –MBA Marketing** from Osmania University 2003.-
* **Bachelors in Commerce- B.COM** from Princeton College Affiliated to Osmania University 2001.

**IT SKILLS**

* Operating System : Windows 10 and all older versions.
* Internet Tools : HTML, TXT and Front page.
* Other Tools : Microsoft Office Tools which includes Excel,Word,PowerPoint,Access,Outlook

**PERSONAL DETAILS**

* Date of Birth : July 03, 1980
* Driving licence : INDIA & GCC
* Language : Arabic,English,Hindi,urdu,Telugu
* Visa Status : Visit