

# MOHAMMAD SALMAN



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## Summary

Experienced Commercial Vehicle Sales Consultant with 4+ years demonstrated a history of working in the Commercial sector of the automotive industry. Focused in Marketing & Sales, business development, market research and very adaptive to business conditions and strategies by achieving assigned sales targets.

## Educational Qualification

- **Master Of Business Administration - May 2015**
  - **Specialisation in Marketing & Operations**, at the Centre for Management Studies, Jamia Millia Islamia, New Delhi
- **Bachelor of Technology (Mechanical Engineering) - May 2012**
  - Maharshi Dayanand University, Rohtak, Haryana

## Experience

### 1. Senior Sales Engineer at Arabian Auto Agency

**Branch** : Dammam  
**Department** : Sales & Marketing  
**Duration** : May 2018 to Present

Marketing & Selling Trucks of Renowned Brand

**IVECO Trucks, Italy**  
**DAF Trucks, Holland**

#### Job Responsibilities :-

- Contract Sales, Tender Business, Relationship building with existing & potential customers.
  - Focused on Handling Key Accounts Contract sales, like Royal Commission(Jubail), Saudi Electric Co.,Marafiq Power & Water,Cleaning Contractors,Transportation & Logistics Companies of Eastern Province.
  - Generating New Accounts, Reporting on a daily basis to management.
  - Handling After Sales Services, Technical Inquiries, Different Applications.
  - Providing complete commercial automotive solutions to the customers.
  - Extensive travelling to assigned area customers.
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## **2. Marketing & Sales Engineer at Jamjoom Vehicles & Equipment**

**Branch** : Dammam  
**Department** : Sales & Marketing  
**Duration** : November 2015 to April 2018

### **Marketing & Selling Commercial Trucks of Renowned Brand**

#### **HINO, Japan**

The company is the sole distributor for HINO Japanese Brand in KSA. The product portfolio includes Light, Medium & Heavy Duty Commercial Trucks.

#### **Work Experience:-**

- Visiting the existing companies as well as new companies to make a deal.
- Prepare and deliver technical presentations that explain products or services to customers and prospective customers
- Confer with customers and engineers to assess equipment needs and to determine system requirements
- Collaborate with sales teams to understand customer requirements and provide sales support
- Preparing technical specifications & contacting equipment's (crane) suppliers for the installation of equivalent & suitable model according to the specification and supported a model of Truck's Capacity, as per the needs of the customers.
  
- Coordinating with Body Fabricator for the various body applications like (Dropside Cargo Body, Skip Loader, Tipper, Concrete Mixers, Concrete Pumps, Refrigerated Box, Dry Box, Water Carrier, Vacuum Tank, Dump Body, Telescopic Bed, Skip Loader, Hook Lifts, Refuse Compactor, Water Tanker, Diesel Tanker etc) in order to meet the demand and satisfaction for the various segments of customers on the required and supported model of Trucks.
- Recommend improved materials or machinery to customers, showing how changes will lower costs or increase in overall profitability.
- Conceptualizing and implementing marketing strategies, determining product pricing to remain competitive and provide Customers with the best value for money.
- Visiting the management of Crane Suppliers and Body Fabricators in order to find the New Sales Lead as well as to maintain the bilateral relationship with them.
- Streamlining market research for identification and enforcement of competitor's benchmarks; organizing training for the sales team and maintaining constant dialogue to optimize productivity.

#### **Main Achievements**

- ❖ Finished over 5 fleet deals in the year 2016 having worth SAR 2 to 20 million.
  - ❖ Successfully developed business by consistently reaching & exceeding personal targets year by 2016.
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- ❖ Achieved sale of more than 160 Units of all the categories LDT,MDT & HDT trucks worth over 30-40 million SR to prestigious all segment of customers based in the eastern province of Saudi Arabia in the tenure service of 2 years & 6 months.
- ❖ Focussed on FMCG fleet customers based at Eastern Province like SADAFCO,ARASCO,FSD to introduce and to meet the demand of HINO LDT segment of trucks by selling up to 100 Units to them in the Year 2017.
- ❖ In troubled unprecedented 2017 still managed to gain a maximum personal sale.
- ❖ Reporting to the management as Japanese standard by providing as daily activity sales reports(DSAR), lost reports to study monthly basis, strategic implementation reports, specific competition attack feedback, competition market information and Competition Prices by making mystery shopping.
- ❖ Reached monthly targets of January,February & March of the year 2018 by selling Boom Trucks & Chassis with Cab to the contracting based customers like Gulf Consolidated Contractors,Civil Works Company Ltd and NESMA & Partners.
- ❖ Attended yearly seminars and manage the regional launch of the new generation of medium-duty trucks – the all-new 500 Series the most reliable and efficient medium duty truck on the road, designed and engineered for highest robustness to work in extreme climatic conditions. The event was celebrated in an evening with extraordinary style at Hotel Marriot Riyadh, KSA on 27th March with having a spotlight on the efficiency, reliability, sophistication and design defining the latest evolution of Hino MDT Trucks attended by more than 100 VIP customers. in a specific grand manner, advertisements, demos, etc.

### **3. Worked as Business Development Engineer at Hyundai MOBIS**

**Company** : Hyundai MOBIS India Limited.

**Department** : Marketing

**Duration** : 16th June to 8th August 2014

#### **Work Experience:-**

- Market research on Local Garages of Delhi-NCR for potential market and Brand protection of Hyundai MOBIS parts.
  - Survey of areas of Delhi and National Capital Region (NCR) where the concentration of local garages was high.
  - The questionnaire used to gather required information from garage owners and car owners.
  - Information like the presence of local manufacturers, counterfeits in the spares market, the source and supplier of such spare parts, market presence of Hyundai MOBIS, the necessity of new distributors/dealers etc. were sought.
  - Analysis of the data collected from various parts of Delhi and NCR was done and recommendations were submitted to the company.
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## **4. Mechanical Engineer**

**Company** :- R K Bearing Motion Technologies Pvt. Ltd  
**Department** :- Sales & Marketing  
**Duration** :- 01 June 2012 to 31 July 2013

### **Work Experience:-**

- Work on a Microsoft PowerPoint to prepare a technical seminar for the Engineers as well as for salesperson.
- To follow up the various offer (Technically) which are given to customers by the salesperson or self to get the order.
- Ensuring the accurate execution of the received order.
- Helping in the purchase of bearings (For Technical Matters) through the internet, which is not available in local market.
- Reporting to Head of Technical & Sales regarding all customer complaints and resolving the same efficiently.
- Generating necessary documentation required to process an order.

### **Skill Set**

- Familiar with MS Office suite and internet application at the intermediate level.
- Strong communication, interpersonal and analytical skills.
- Good time management and organizational skills
- Excellent command over written and verbal communication.
- Adaptive to situations.
- Sales Management, Marketing, Business Development.
- Management Reporting, Resource Allocation, Market Research, Competitive Analysis, Negotiations.
- Customer Relationship Management, Leadership, Team Building, Decision Making, Communication, Measurable Deliverables, Time Management.
- Extensive experience in organising, leading, and coordinating various university events, seminars, conferences and workshops.

### **Achievement**

- Student Placement Coordinator of MBA for one year.
  - Volunteer of Global Innovation and Technology Alliance, 13 conducted by **Confederation of Indian Industry** (works to create and sustain an environment conducive to the growth of industry in India).
  - Coordinator of International Finance Conclave conducted by CMS, Jamia Millia Islamia, New Delhi in the year February 28th,2015.
  - Coordinator of National Conference conducted by CMS, Jamia Millia Islamia, New Delhi in the year 2014.
  - Organized various fests, PowerPoint Presentations, events & seminars at the college level.
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## Strengths & Hobbies

- Dedicated, Hardworking, Quick Learner, believer that nothing is impossible
- Ability to lead, coordinate & communicate effectively and efficiently in a team
- Willingness to take higher Roles, Responsibilities and Challenge
- Can lead, motivate, and influence people to achieve desired Results of the project
- Reading Newspaper, Watching Barclays Premier League Games, Driving
- Watching Automotive reviews on YouTube

## Personal Profile

Father's Name	:	Mr Mohammad Razi
Date of Birth	:	21/02/1989
Gender	:	Male
Marital Status	:	Married
Languages Known	:	English, Hindi,Urdu & Arabic

## Declaration

I hereby declare that the above-mentioned information is correct up to my knowledge and I bear the responsibility for the correctness of the above-mentioned particulars.

**DATE:**

**PLACE:**

**(MOHAMMAD SALMAN)**

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