

Mohammed Salahuddin

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HIGH IMPACT Senior Marketing & Sales Professional - Automobile Industry

Recent experience:

Worked with **KIA Motors** (Al-Jabr Holding Company) for four years and now working as a Marketing & Sales Manager with Victory Automotive Company Riyadh-KSA, for the details kindly refer to *Employment History column*.

Core Competencies/expertise

- Natural ability in creating new channels for the product promotion by different marketing approach, Strategic Market Planning, Effective Promotional campaign planning, counter promotional campaign planning.
- Competent in achieving the agreed Sales target/can achieve maximum results.
- Sales Promotions, Market segmentation positioning and branding, Goal-Driven Marketing & Sales Professional.
- Can transform non-performing business into top-performers and amplify profit margin by multi-folds.
- Holding in-depth knowledge & understanding of diverse customer segments and markets, products within Saudi Arabia.
- Strong exposure in managing operations, resource administration, staff training, identification of loopholes and processes implementation.

Automotive Industry Professional Experience

- Sales & Promotion Management of Fleet Sales, Retail Sales, Operational Lease Sales, Credit Sales, Cash Sales, Lease Transfer Ownership Sales, Distributor Sales, Showroom Sales Buy Back Sales etc.
- Assist achieving department balance scorecard goals including customer satisfaction, revenue and performance metrics, and KPIs for Sales units, Customer Acquisition Cost, Customer Satisfaction & Retention etc.
- Experience of developing a successful promotional campaign plan
- Proven track record in achieving set targets.
- Monitored the overall company's SOP of the pre-and-post-sales to assure that all processes are implemented in the best manner and as per the customer's expectations.
- Leading the team to achieve results and grooming them to be better players and performer's through training, monitoring and mentoring.
- Pitch the company products to clients and make successful deals with them.
- Controlled all activities of Sales consultants in terms of prospecting, qualifying customers, demonstrating product, test drives, negotiating and closing the deals
- Exceeded the allocated sales target.
- Planned an effective sales targeting approach to the assigned sales territory.
- Ability to determine solutions for customers (consultative sales approach)
- Expedites the resolution of customer problems and complaints.
- Devise techniques for introducing sales concept and products for satisfying needs of customers
- Achieved forecasted revenue and sales targets.

- Confident with exceptional networking, interpersonal and influencing skills
- Follow-up with customers and liaised with key fleet owners & key business persons
- Responsible for fleet sales service and penetrating into new market areas
- Visiting export markets for bulk orders
- Managed Clear and effective proposals/quotations for investment/financing companies and follow up for Finance Approvals.
- Organize and provide training for consultants to ensure their skills are at the highest level to maximize revenue and business opportunities.
- Preparing the quotations and closing the sales.
- Achieve revenue targets month on month
- Developed and maintained relationship with client contacts to have long term relationship.
- Maintain high-level of customer loyalty.
- Prepared required department reports and documentation including weekly, Monthly Fleet sales reports and showroom Customer Sales Report.
- Reviewing sales performance.
- Collaborated with different internal teams to ensure smooth internal operation and healthy work environment
- Highly motivated and able to work under own initiative
- Worked in a multinational and a multilingual environment
- Possessing advanced communication and presentational skills
- Adhering to company policies, procedures and business ethics whilst ensuring they are communicated and implemented within the team.

Area of interest

Natural ability for creating new channels for product promotion by different marketing approach, Strategic Market Planning, Effective Promotional planning, Counter promotional campaign, Corporate Sales promotion, Customer Relationship Management, Customer Acquisition & Retention, Call Center Management, Lead Generation, Tele Sales, New market development, Market Analysis, Sales Training & Team Leadership, long term Product Development strategy, Market/Competitor Assessment, Target Market Assessment.

Summary

Enterprising, reliable, Result oriented, honest, sincere, open-minded, hardworking, self-starter that is enthusiastic, forward-thinking and recognized as a peak performer, dedicated and customer-focused creative marketing & sales leader with a natural ability for building new business and forging loyalty with clients and external business partners, key revenue generation performer, competitive analysis, brand positioning and executive relationship building, identifies and capitalizes on emerging business ventures to boost an organization to the possible top tier of the industry. Expert in finding business opportunities, business development and sustainability

Develops specific goals and plans to prioritize, talented, organized, multi-lingual marketing professional, responsible for planning, development and implementation of all strategic and tactical marketing activities to enhance brands growth and profitability. Adept at communicating with management, internal departments to coordinate overall marketing efforts

Marketing visionary who intimately understands the need for balance ... protecting and fortifying the brand image that has been built and growing the brand in appropriate ways to make it stronger, practical, resourceful, exceptional communication and leadership highly skilled marketing professional.

Skilled in leading product development efforts, using a variety of TQM management methods, strategic planning, promotional planning & implementation and alliance building to ensure fulfillment of business and revenue objectives. Strives to optimize operations, reduce costs and improve service quality while strengthening the bottom line.

Expertise also includes developing and launching marketing programs, brand-marketing, strategic and operational planning, forming strategic alliances with the new partners.

Execute successful, high-impact marketing plans with a creative, visionary approach, ensured high levels of client acquisition & retention.

Leadership – Talented marketing & sales strategist and tactician offering thought leadership, strategic advice, insights for market differentiation, competitive advantage, and go-to market strategies using best-in-class tools and processes. Extensive experience in a fast-paced highly competitive industry for key roles in promotional sales services for the growth of an organization. Skilled in problem analysis and problem-solving, Team-leadership, persuasiveness, adaptability, creativity, judgment, decision-making

Business Development – Drive market enthusiasm through communications and by conducting comprehensive promotional campaigns, seminars, trade shows, and industry events, with new media, online marketing, social media, SEO etc. have built a sales network of 3 regions representatives to consistently exceed monthly & yearly sales target.

Customer Relations – Developed strategic action plan to enhance account acquisition and retention. Revamped customer service department by infusing the call center with script education to retain customers, stressed a customer engagement philosophy, credited with closing core sales with different organization & deals value ranges from 50,000 to 4.5 million Riyals.

Objective

Now I am looking under the capacity of **Senior Marketing & Sales Professional** for any suitable challenging position that involves building a brand image and increasing revenues through my creative marketing, sales, communications and analytical skills to benefit to a company and myself.

To contribute to the profitable progress and overall success of an organization, where my experience, accomplishments and proficiency will allow opportunities for growth and development of an organization and myself, be compensated fairly, to obtain a permanent position with the ability to be challenged, to master new professional skills and to advance my career.

A career that offers the opportunity to utilize my vision, value, leadership, to employ consistent processes, developing new ideas and concepts, driving out complexity, identifying risks, resolving issues, consulting and aligning with all stakeholders to deliver quality work on time and under budget.

Key Accomplishments

- Started, built from scratch, lead successfully and expanded the previous company from one branch to another parts of the Kingdom of Saudi Arabia.
- Sought and forged relationships with executive decision makers with potential corporate client.
- Trained junior staff members.
- Negotiated successful agreement from a formerly dissatisfied customer who was contemplating conducting business with a competitor.
- Achieved highest monthly target of around SR.10 million in a month

Non-Automotive Professional Experience

- Started, built from scratch, lead successfully and expanded the previous company in all three regions of the Kingdom of Saudi Arabia.
- Created, introduced, marketed, developed and established the brands successfully.
- Collaborated and aligned goals and objectives with sales, marketing and the executive team members.
- Directed and coordinated activities of a business and departments concerned with the pricing, sales and distribution of different products.
- Established sales contracts with the corporate clients and good relation with walk-in customers also, maintained overall customer loyalty.
- Established and implemented departmental policies, goals, objectives, procedures etc. conferring with GM.
- Reviewed financial statements and sales activity reports to ensure that organization's objectives are achieved.
- Provided training programs for the product knowledge, cultivated a fast-paced developmental atmosphere to thrive and achieve revenue projections.
- Monitored businesses and agencies to ensure that they efficiently and effectively provide required services while staying within budgetary limits.
- Created planned procedures, established responsibilities and coordinated functions among the departments.
- Worked with Total Quality Management (TQM), Key Account Management.
- Created relationship opportunities and structuring those relationships according to business needs.
- Determined areas needed cost reduction and program improvement.
- Increased profitability and retained prior business.
- Successfully carried out tasks in a multi-cultural environment.
- Responsible for fielding customer inquiries and creating solutions to the problems.
- Implemented successful target market development program for ticket sales, leather goods etc.
- Managed staff, prepared work schedules and assigned specific duties
- Conducted Promotional Campaign Plan/Media Plan.
- Convinced people to buy the products or to otherwise change their minds.

Languages Known

- English - Fluent, can speak, understand, read and write
- Arabic - Can speak & understand, read and write
- Urdu & Hindi - Fluent, can speak, understand, read and write

Education

- Master of Business Administration (M.B.A-Marketing)-SKM University-India.
- Bachelor of Science (B.Sc.) from Osmania University-India
- Diploma in Information & System Management APTECH Training Institute-India.
- Diploma in Arabic Typewriting-N.I.T-Hyderabad, India
- Certificate in English Typewriting – Government Board of Technical Education-India.
- Arabic Language Course – Jamie Imam Saud University, Riyadh-Saudi Arabia.
- Completed training in “Selling Techniques” & “Fleet Sales Management & Negotiation Skills”

Computer Skills

Operating Systems

MS-Windows & MS-DOS

Software

Microsoft Office-Word, Excel, PowePoint, Oracle, Developer, PowerBuilder Dbase-IV

Hardware Skills

Assembling, Troubleshooting, Software Installations, Basic Knowledge in Networking

Typewriting Skills

English: 40 w.p.m. & Arabic: 25 w.p.m.

Additional skills

Excellent written & verbal communication skills and Formal presentation skills

Employment History

Victory Automotive Company

Aug/2017 – till the date

- Riyadh-K.S.A.

- *Marketing & Sales Manager*

KIA Motors- Al-Jabr Company

Jun/2013 – July 2017

- Dammam/Riyadh-K.S.A.

- *Marketing Analyst & Fleet Sales*

M.O.S.W Est. (MNC)

04/Jan/2006 – March/2013

- Riyadh-K.S.A.

- *Business Development Manager*

Dr. Sulaiman Al-Habib Medical Center

07/Sep/2002 - 06/Sep/2004

- Riyadh, K.S.A.

- *Software Developer*

General Organization for Social Insurance (GOSI)

From 02/October/1999 - 05/Sept/2002.

– Riyadh, K.S.A

- *Software Developer*

Al-Manarat Trading Company

September/1994 – September/1999.

- Jeddah, K.S.A

- *Business Development Manager*

Other Details

Father's Name : Mohd. Sherfuddin
Iqama Status : Valid & Transferable
Nationality : Indian
Driving license : Posses valid Saudi Driving License

Contact Details

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(References and more details will be provided upon request, as the above details are brief)