

SAAD AV

Sr. Sales Manager



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Experienced sales manager with over a decade of expertise in business development and channel management. Achieves revenue targets consistently, discovers new sales opportunities, and fosters enduring customer relationships. Proficient in developing and implementing sales strategies, utilizing market insights to fuel business growth. Proven track record in leading sales teams, providing effective training, and aligning efforts with company objectives. Skilled in coordinating promotional campaigns to boost demand in retail, project, and distribution sectors in South and North Kerala.

Skills

- New Business Development
- Channel Management
- Brand & Retail Management
- Leadership & Team Management
- Effective Communication
- Demand Generation
- Strategic Thinking
- Time Management

Work History

2024-04 - Current Sr. Sales Manager

Savitri Woods India Pvt Ltd. (WigWam Ply), North Kerala

- Managed annual turnover of 9 crore in sales operations.
- Built and maintained partnerships with architects, interior professionals, and consultants in strategic networks.
- Successfully managed and guided a team of four in business development.
- Enhanced membership through strategic activity plans and ITOD initiatives.
- Optimized territory performance by measuring addressability and extraction against competitors.
- Led sales training sessions to enhance team skills.
- Assessed sales data to uncover potential growth areas.
- Collaborated with various departments to enhance customer lead generation.
- Monitored and tracked business performance to meet targets.
- Drive demand generation from market.

2023-02 - 2024-03 Sr. Area Sales Manager

Century Plyboards India Ltd., North Kerala

- Managed sales efforts resulting in an annual turnover of 8 crore.
- Fostered relationships with architects, interiors, and consultants across strategic associates.
- Managed and guided team of six in business development, overseeing four direct reportees.
- Enhanced club membership through targeted ITOD schemes.
- Analyzed competition to enhance addressability and extraction in designated area.
- Coached team members to boost their capabilities.
- Identified new sales opportunities by analyzing sales data.
- Collaborated with various departments to boost customer lead generation.
- Took necessary actions to track and monitor business performance for target achievement.
- Generate demand from market.

2022-01 - 2023-01 Territory Sales Manager

Sealy India Trading Pvt Ltd., Kerala Region

- Managed sales and profitability for Sealy luxury mattresses across Kerala state.

2018-07 - 2021-12 Area Sales Manager

Duroflex Pvt Ltd., North Kerala

- Managed B2B distributors and dealers to ensure monthly business targets are achieved.
- Coordinated with various departments to meet all deliverables.
- Discovers business opportunities through prospect identification and industry position evaluation.
- Recommended tailored solutions to meet client needs.
- Cultivates client relationships through support, information, and guidance.
- Continuously update knowledge of latest marketing trends and best practices.

2015-05 - 2018-05 Business Officer

Kurlon Enterprises Ltd., Calicut, Kannur, Wayanad, Kasaragod & Malappuram

- Increased market presence via strategic dealer selection.
- Appoint new dealers in vacant area.
- Monitored distributor sales to evaluate progress towards monthly objectives.
- Developed market strategies for brand growth.
- Established contact with potential clients to promote products.
- Provides guidance, information, and support to maintain client relationships.

2012-05 - 2015-04 Sales Officer

Relaxo Footwears Ltd., Calicut, Kannur, Wayanad & Kasaragod

- Coordinated distributor efforts to achieve primary sales goals set by category plans.
- Appointed new dealers and managed existing ones.
- Scouted and appointed new distributors following established guidelines.
- Facilitated prompt resolution of distributor payment discrepancies.
- Established sales targets for product subcategories for area distributors.

- Addressed channel partner complaints regarding return issues.

Education

2012

Bcom

Calicut University

GPA: 61%

Languages

English

Hindi

Malayalam