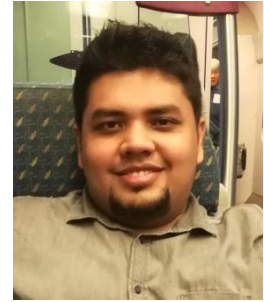


Shafayat Bin Afaz

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Dhaka, Bangladesh. Phone: 01777768215,
E-mail: abir.xs@gmail.com



Career Objective: Performance oriented sales manager recognized for contributions to record-setting sales figures, territory expansion and new account development. Proven ability to lead sales teams to achieve highest revenue gains. Offer an in-depth understanding of the sales cycle process and remain focused on customer satisfaction and relationship building throughout all stages. Experienced team player, cold-caller, expert trainer & presenter.

Skills

- Marketing Strategies & Campaigns
- Full distributor setup and management
- Training full sales team for any program or execution.
- Team Leadership
- Product Positioning & Branding
- Expert in communication at any urban or rural market.
- Very strong negotiation and presentation skills.
- Managing alternative Route to Market and ensuring 100% market coverage.
- Market penetration and visibility increase and timely follow up.
- Development of Training Materials and training the employees to be updated with market changes.
- POS and Visi-cooler deployment and management.
- Planning and budgeting custom trade schemes for strategic markets
- On time reporting of KPIs with accurate information

Professional Experience:

National Sales Development Manager at Emami Bangladesh Limited

(Currently working)

- Looking after national team mapping, and market demarcation improvement scopes.
- Recruitment of quality team members and on boarding them.
- Training field force as per need analysis and company plan.
- Trade Program designing and rollout.
- Route to Market planning and project rollout.
- Sales Force Automation rollout and training for pilot launching.
- Arranging sales meeting, product launch plans and market storming.
- Reviewing field force expenses and recommending improvements

Regional Sales Manager at Square Toiletries Limited (Nov 2018- Jun 2019)

- Collaborating with senior executives to establish and execute a sales goal for the region
- Managing a sales team in order to maximize sales revenue and meet or exceed corporate-set goals
- Forecasting annual, quarterly and monthly sales goals
- Assisting sales personnel in their techniques
- Developing specific plans to ensure growth both long and short-term
- Educating sales team with presentations of strategies, seminars and regular meetings
- Reviewing regional expenses and recommending improvements

Sales Manager at Rancon Accessories Limited-Rangs Group (Feb 2017- June 2018)

- Recruiting and training sales staff for field sales
- Opening showroom with all state of art facilities and starting sales activity
- Full sales and inventory management system on boarding
- Recruited 10 dealers countrywide for selling bikes and accessories
- Initiated mobile after sales service for customers
- Increased monthly revenue from BDT 0.03m to 0.52m monthly

Area Sales Manager at Philip Morris International (Feb 2016- Feb 2017)

- Formulated strategies and action plans to maximize sales of Sylhet area
- Ensure achievement of divisional and personal target, aligning with company sales policies and strategies
- Recruited full new team and trained from scratch
- Initiated Marlboro sales in Sylhet area from 0.007m sticks to 0.52m sticks per month
- Achieved 9% market share in Sylhet area from BATB

Area Manager at Robi Axiata Limited (December 2014- May 2015)

Key Accomplishments:

- Consistently achieved monthly sales targets
- Met targeted distributor ROI
- Exceeded SIM POS and Recharge POS target monthly
- Remotivated sales team to achieve monthly targets by engaging them in sports and family day.
- Removed more than 3000 fake sim dealers areawide.

Area Sales Manager at PepsiCo Bangladesh (June 2014- December 2014)

Key Responsibilities:

- Reached the target and goal set by company for 32 distributors in my area from 17 distributors.
- Reduced distributor damage returns to less than 5% out of target 7% per month.
- Activated modern trade in Sylhet area for the first time.
- Deployed 300 Visi-coolers around Sylhet area for higher visibility and volume.
- Setting sales targets for individual Territory managers and team as a whole

Territory Manager at Unilever Bangladesh Limited (September 2010 to May 2014)

Selected Accomplishments:

- Nationally recognized **Best Territory Manager** in the year 2012 second quarter with almost 4 years of experience in successfully leading and managing all marketing, branding activities of assigned territory under Sylhet Region giving yearly growth of over 25%.
- Nominated for the most respective awards of Unilever "**Compass Into Action**" in the year 2012 for initiating and executing best display concept to increase visibility and sales which added value to the company.
- Proven ability to drive record-high marketing campaign response rates and execute successful product launches with the fastest penetration achievement in the company that has given additional Share of Shelf.
- Identified opportunities and increased outlet coverage by 15% by surveying.
- Scored 100 out of 100 in Nielson audit scores for visibility and availability most number of months in a year.
- Reduced market return % way below the target level.
- Performed ongoing customer/market research and demographic profiling to identify and capitalize on unmet market needs ahead of the curve.
- Improved distributor's ROI to above 20% by managing delivery plan and time.
- Recognized for arranging and conducting product damage control modality and training session for the field force.

Customer Manager at GrameenPhone Limited, October 2008 to September 2010

- Awarded employee of the month for January 2009
- Recognized as the highest EDGE package seller for the month of January 2009

Recent Awards

Best Territory Manager 2012 Growth leader 2012 (Quarter 3), 2012 Award of Excellence for Outstanding visibility (Perfect Stores Audit Score), 2012-2013 Recognition for Outstanding Share of Shelf (52% Shelf owned in Cosmetic stores), 2013
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Education

INDEPENDENT UNIVERSITY, DHAKA

Bachelor of Business Administration, 2009

- Major: Marketing
- Minor: Human Resource Management
- Graduated with CGPA 3.13/4

A Level

Completed on Business Studies and Accounting

O level

Completed on Commerce, Economics, Accounting, English, Mathematics and Bangla

Personal Information

Present Address: House 89-90, Road 2, Block A, Flat B1, Bashundhara R/A Dhaka Permanent
Address: Village: Domdoma, Post Office: Laskarhat, Thana- Feni, Dist: Feni Father's name:
Mohammad Afaz Uddin, Businessman.
Mother's Name: Mrs. Shamshad Begum, Housewife
Date of Birth: 05th July 1988
Marital Status: Married
Nationality: Bangladeshi
Language known: Level- Fluent
Bangla (Written and spoken)
English (Written and spoken)

Reference:
Mr. AHM Kamruzzaman
ZBM
Airtel Bangladesh Limited
Cell: 01610002522

Shafayat Bin Afaz