

Mahbub-E-Rabbanif

Mobile : +880 1721 132 116

E-mail : mahbub.rabbanif@gmail.com

LinkedIn ID-www.linkedin.com/in/mahbub-e-rabbanif-70a452b2

Address: Ekosea Bhobon ,19/D/8, Flat-6/B,

Tolarbag Residential Area, Mirpur-1

Dhaka-1216, Bangladesh.



6.5 years of experience of leading Team of Sales & Marketing the number of the reputed corporate houses. Planning in sales for achieving monthly revenue targets as well as dealing with a business partner on regular basis to enhance business. Special skilled in negotiation with a business partner which helps to bring the best business from a partner. Looking to leverage my knowledge and experience into a role as Business Manager.

Core Competencies

- Leadership Skill.
- Good planning & organizing skills.
- Operations Management (Sales).
- Team Building Skills & Managed skill.
- Lead the Team.
- ROI Calculation of Distributor.
- Strategic & Innovative Plan to achieve monthly revenue Target.
- Analyzing and drafting reports on Sales.
- Taking immediate initiatives on resolving any issue.

Reward, Achievement & Distribution Increase

1. Have got Best TM Award 2014-15 From CEAT Bangladesh Ltd.
2. Sales Excellence Award Salesman Of the Month from Rahimafrooz Distribution Ltd.
3. Sales Excellence Award Salesman Of the Quarter from Rahimafrooz Distribution Ltd
4. Acquisition of new distributors & distribution Expansion at Faridpur & Munshiganj.
5. Developed Dealer Channel At Faridpur Region.
6. Improved Dealer Channel & Retailer Channel Network at Gulshan & Dhanmondi Area.
7. Direct dealing with corporate customers for ensuring sales & service through Dealer.
8. Highest Distribution Coverage in my Area.

Work Experience- Area Sales Manager, From January– 2020 – To May-2020,Beximco Communications Ltd, Level# 09, Sam Tower, Plot# 4, Road # 22, Gulshan-1, Dhaka-1212, Bangladesh.

Job Details

1. Primary sales: Ensure Area wise primary sales & Revenue target.
2. Coverage: Expand geographical coverage & acquisition of new distributors & distribution Expansion.
3. PJP: Manage Daily route as per permanent journey plan.
4. Coach & Train TM & Distributors resources: Lead a team of TM & Distributors Resources & ensure proper coaching for a succession plan in line with the business target.

5. Sales & Service representative: Manage own distributors sales & service representative successfully.
6. Product Placement: Ensure targeted product lifting from warehouse & Placement through distributors.
7. Sales KPI: Formulate sales KPI & Monitor team performance as per the given KPI.
8. BTL Planning & execution: strategy & plan of BTL Promotion for the distributors to meet national sales-wise KPI.
9. Area Business Planning: Formulate area & Territory wise business plan as per area wise business Target.

Work Experience- Territory Sales Executive, From 1st August 2018 To 4th January 2020, Rahimafrooz Distribution Ltd, 104 Globe Chamber Motijheel, Dhaka-1000.

Job Details

1. Sales Planning for achieving Annual Operation Plan.
2. Responsible for achieving Company objectives along with retail coverage, territory
3. Plan, organize, and establish a retail network and ensure the growth of Market Share.
4. Spot out Channel Gap, and Convert competitors channel partner into company folder.
5. System and Process Implementation & Searching of potential customers
6. Actively involved in primary and secondary sales monitoring.
7. Proficient to handle the issues & knowledgeable on managing market intelligence
8. Report writing & presentation.& Collection of competitors' information.
9. Visiting corporate and potential customers as well as business partners on regular basis.
10. Making a business deal with business partners.

Work Experience- Territory Sales Senior Officer, From January 2016 To July 2018, Rahimafrooz Distribution Ltd, 104 Globe Chamber Motijheel Dhaka-1000, Bangladesh.

Job Details

1. Joined Rahimafrooz Distribution Limited in 2016 as Senior Officer for Sales & Marketing in Dealer Channel for Gulshan Territory.
2. Have Take Responsibility also Uttara & Gajipur Territory for Three Month.
3. Promoted as Executive at Rahimafrooz for another Important area Dhanmondi Territory.
4. Leading TSE of Rahimafrooz Product for the achievement of monthly revenue Targets.
5. Achieve annual value, volume, and profitability targets for the specified territory.
6. Ensuring after active involvement in cycle planning activities.
7. Attending after regular sales call as per plan to maintain.
8. Sustainable trade relationships with dealers.
9. Monitor inventory in key sales points to ensure product availability.
10. Efficient management of key customer account & Ensure growth in market share.

Work Experience- Territory Manager, From Jan 2014 To December 2015, CEAT Bangladesh Ltd, Shanta western Tower Tejgoan, Dhaka-1208, Bangladesh.

Job Details

1. Appoint Distributors/ Dealers for all categories.
2. Effectively meet sales targets.
3. Arrange Monthly Three Consumer Meet Program.
4. Provide support for secondary channel management activities.
5. Predict dealer demand and meet requirements within an optimum period.
6. Manage relationships with distributors, dealers, customers, and all major stakeholders.

Education

1. **MBA: 2012, CGPA-3.38** (Management Studies) Jagannath University, Dhaka.
2. **BBS: 2010, 2nd Class** (Management) Jagannath University, Dhaka.
3. **HSC: 2004, GPA-4.10,**(Business Studies) Modhupur Shahid Smrity College, Tangail.
4. **SSC: 2002, GPA-3.50,** (Science) Dhanbari Nawab Institution ,Tangail.

Professional Qualification

1. **PGDMM: 2017,** (Post Graduate Diploma in Marketing Management), Bangladesh Institute of Management (BIM), Dhaka.

Training

1. **2019: “The Art & Science Of Sales Closing”** Rahimafrooz Distribution Limited.
2. **2019:** Training on **“Beauty of MS Excel for Sales Analysis”** organized by Rahimafrooz Distribution Ltd.
3. **2018:** Professional Training On **Sales Excellence & The Art & Science Of Sales,** LCBS Dhaka Conducted BY Shubbrato Dutta, India.
4. **2017:** Training **On Negotiation,** Rahimafrooz Distribution Limited.
5. **2016: Professional Salesman of 21st Century-** By BRIDDHI, Dhanmondi, Dhaka. Conducted BY Md Akbar Hassan Sir.
6. **2016:** Attended **“I+10 Habits”** Training session on Self Development organized by Rahimafrooz Distribution Ltd.
7. **2015:** On **Art of Sales,** Enroute Center For Development By Syed Taher Ahmed.
8. **2014:** Training on **Sales And Negotiation Technique Sales, Training on Dealer Management, Product Knowledge, And Shadow Sales visit** Organized By CEAT Bangladesh.

COMPUTER SKILLS

- ♦ **Operating System:** MS-Dos, Microsoft Windows (98ME, Server,2000, XP, VISTA, Windows 2007etc)
- ♦ **Applications Software:** Microsoft Office (Word, Excel, PowerPoint, Access) Microsoft Outlook Express, FrontPage Express Experience in Internet Applications and e-mail.

PERSONAL DETAIL

Date/Place of Birth: 1st January 1987. Tangail, Bangladesh.
National ID: 9312525078531
Religion: Islam (Sunni)
Nationality: Bangladeshi by birth
Marital Status: Single
Personal Interest: Travelling, Attending Business Fair, Seminar, Workshop.

Reference

1. **Atiqur Rahman, General Manager Human Resources,** Transcom Beverages Ltd(PepsiCo) Bangladesh. Plot# #31, Road #53, Gulshan North C.A, Gulshan-2, Dhaka-1212. Mobile- +88 01819 411 333, Email-atiqur.rahman.citi@gmail.com.
2. **Md Mahbubur Rahman, Head Of Marketing & Business Development,** Syngenta Bangladesh, Green Rowshanara Tower, 755 Satmasjid Road, Dhaka-1205. Mobile- +880 1720 812 527.
3. **Md. Masuder Rahaman, Sr.Manager,** Organization Development, Beximco Communications Limited (Akash-DTH) Level# 09, Sam Tower, Plot# 4, Road # 22, Gulshan-1, Dhaka-1212, Bangladesh, Mobile- +88 01727- 227 033.