## SHAH FAISAL

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**PROFILE SUMMARY**

**Middle level positions in Sales, Business Development, Strategic Planning, Channel Management, Key Account Management, Marketing with leading organisations**

* MBA (Marketing) with **5 years** of experience in Sales Management & Marketing, Business Development, Channel, Key Account Management and Team Management with well-known organisations.
* Currently working with **Earthempire Realcon Pvt. Ltd. as Manager – Sales & Marketing.**
* A proactive planner with abilities in devising effective strategies for augmenting business, identifying and penetrating new market segments, promoting products for business excellence.
* Demonstrated excellence in successfully executing various promotional projects in the assigned regions. Proven performer with an excellent track record in sales across assignments.
* An enterprising leader with strong analytical, problem solving & organisational abilities.
* Personnel with strong commercial acumen, sound knowledge and practical experience of business processes and procedures.

AREAS OF EXPERTISE

**Strategic Planning:**

* Conceptualising & implementing sales, marketing & communication strategies for product lines, corporate image, etc. to build consumer preference & achieve organisational targets.
* Formulating marketing budgets and ensuring adherence to planned expenses.
* Reviewing the market movement on a regular basis and refurbishing plans if necessary with a view to optimize returns.
* Strategic Planning for Conversion of Client meeting to direct business of the organization.

**Sales & Marketing:**

* Forecasting periodic sales targets & driving sales initiatives to achieve business goals. Managing frontline sales team to achieve them.
* Conducting competitor analysis by keeping abreast of market trends & competitor moves to achieve market share metrics.
* Implementing promotional activities in coordination with external agencies to spearhead product launch, brand promotion and event management initiatives.
* Managing collections to ensure nil outstanding.

**Business Development:**

* Building and maintaining healthy business relations with major clientele, ensuring maximum customer satisfaction by achieving delivery & quality norms.
* Analysing business potential, conceptualising & executing strategies to drive sales, augmenting turnover and achieving desired targets.
* Monitoring competitor activities and devising effective counter measures.
* Identifying, qualifying and pursuing business opportunities through market surveys and mapping as per targeted plans as well as through lead generation.

**Team Management:**

* Managing the gamut of tasks including manpower planning, recruitment, induction and training of Sales Team.
* Creating an environment that sustains and encourage high performance; motivating teams in optimising their contribution levels.

CAREER HIGHLIGHTS

**Since Sep 2013 with Earthempire Realcon Pvt. Ltd. Noida as Manager – Sales & Marketing.**

**Accountabilities:**

* Leading and motivating a team for the business.
* Creating fresh relationships with new Clients and regularly negotiating existing payout structures to increase profitability.
* Ensuring profitability, sustaining P&L which is highly profitable both for the company and self.
* Sustaining high growth of sale.

**Highlights:**

* Achieved Revenue & Profit Targets by 100% on regular basis.
* Time Attendance which resulted revenue growth.

**July 2011 – August 2013 with Green Rebuild Pvt. Ltd. as Manager-Business Development.**

**Accountabilities:**

* Creating fresh relationships with the clients and regularly negotiating existing payout structures to increase profitability.
* Increasing sales and continuous book building keeping in mind profitability with cross sell.

**Highlights:**

* Achieved Highest Selling Award.
* Achieved highest selling revenues during the tenure.

**SEMINARS & TRAINING**

* Seminar conducted by G L Bajaj Institute Greater Noida on Small & Medium Enterprises.
* Training on comparative study between Easy day & Big Bazar.
* Training on Service provided by salesman of Coca-Cola to the Retailer in Muzaffarnagar.

**SCHOLASTICS**

**Master of Business Administration**  Uttar Pradesh Technical University Lucknow

(2012)

**Bachelor of Business Administration** CCS University Meerut (2007)

PERSONAL DOSSIER

Date of Birth : 02nd January 1991

Address : B 7, Abul Fazal Enclave, Jamia Nagar, Okhla, New Delhi – 110025

Linguistic Abilities : English, Hindi Urdu & Arabic