



# Sufiyan Shamshuddin Momin

Area Sales Manager

## PROFILE SUMMARY

An ambitious and driven professional with 11+ years of experience excelling in strategizing and executing successful new product launches, leading to a notable 20% overall growth. Proven expertise in lead optimization and specialization in inbound strategies. Skilled in product launch management for startups with a robust network and collaborative approach. A dynamic and highly motivated leader, adept at driving initiatives to achieve business objectives.

## EDUCATION

2020	MBA/PGDM Symbiosis Centre for Distance Learning (SCDL)
2016	B.Com Mumbai University
2012	XIIth English
2010	Xth Marathi

## WORK EXPERIENCE

## PERSONAL INFORMATION

✉ Email  
sufimirza007@gmail.com

☎ Mobile  
(+91) 8691846823

📅 Total work experience  
12 Years 0 Month

🌐 Social Link  
[https://www.linkedin.com/public-profile/settings?lipi=urn%3Ali%3Apage%3Ad\\_flagship3\\_profile\\_self\\_edit\\_contact-info%3BUlbmynAOTk6o99j3PKi6mQ%3D%3D](https://www.linkedin.com/public-profile/settings?lipi=urn%3Ali%3Apage%3Ad_flagship3_profile_self_edit_contact-info%3BUlbmynAOTk6o99j3PKi6mQ%3D%3D)

## KEY SKILLS

digital marketing  
b2c marketing  
b2b marketing  
b2b sales  
operations management  
excel  
product promotion  
key account management  
channel development  
channel management  
distributor handling  
team leading

branch handling

team handling

team management

OTHER PERSONAL DETAILS

City Mumbai

Country INDIA

LANGUAGES

- English
- Marathi
- Hindi
- gujrati
- urdu

Jun 2023 - Mar 2024

Area Sales Manager

Square Yards

Team Building & Recruitment Training and motivating team members for achieving the set targets Set up performance targets within the assigned territory and monitoring their actual delivery Responsible for driving engagement and activation of agent network in the respective cities/zones Ensure a continuous flow of listings for the city with the help of agents Regularly visiting the agents to build a strong influence over the network Ensuring quality leads to agents and their account management/servicing Coordinating with cross functional departments like tech, marketing to ensure partner satisfaction Ensuring engagement of agents through trust, communication, and service offerings of the company Strategy formulation and business development plans for the company, setting up all processes and creating the roadmap for the products Drive key strategic initiatives, Introduce and promote new products & services. Conduct market research and track competition to fine-tune offering

### IndiaMART InterMESH Ltd

Monitoring and analysis of key data of the region allocated including sales figures, sales personnel, productivity ratios, client's work status and receivables.

Accurately forecasts weekly, monthly, quarterly and yearly revenue streams. Identifying the opportunity & problem areas, preparing the action plan for achieving the key

sales figures and presenting the Branch Sales reports.

Actively driving and ensuring sale target

Achievement, management of sales support function and timely work completion of customers.

Recruit, develop & ensure Retention of respective team by formulating their development plans, meeting their training needs and communicating with them on a regular basis.

Record performance metrics and monitoring key parameters to increase the overall productivity of the sales personnel.

Drive performance incentive structure and sales promotion schemes.

Collecting market feedback and provide periodic updates to the management for formulation of policy & strategy.

To penetrate all targeted accounts and originate sales opportunities for the company's products and services.

To set up and deliver sales presentations, product/service demonstrations on daily basis with his/her team.

To ensure systematic follow-up with the client organizations to take the sales pitch to timebound closure.

To ensure that all payments are collected as per the company's payment terms.

Ensure adherence to sales processes and requirements.

Conduct performance review for his/her team on regular basis.

**IndiaMART InterMESH Ltd**

- ??? Generate leads along with assigned team & Identify decision makers within targeted leads and initiate the sales process.
- ??? Manage time and workflow and create effective client meeting plans for team.
- ??? Penetrate all targeted accounts and originate sales opportunities for the company's products and services.
- ??? Set up and deliver sales presentations, product/service demonstrations on daily basis with team.
- ??? Ensure systematic follow-up with the client organizations to take the sales pitch to time-bound closure.
- ??? An interface between the customer and internal support teams to ensure that the customer receives the best possible service from the company.
- ??? Ensure that all payments are collected as per the company's payment terms.
- ??? Ensure adherence to sales processes and requirements.
- ??? Accurately forecasts weekly, monthly, quarterly and yearly revenue streams.
- ??? Recruit, develop & ensure Retention of respective team by formulating their development plans, meeting their training needs and communicating with them on a regular basis.
- ??? Conduct performance review for his/her team on a regular basis.

## LAVA INTERNATIONAL

### ??? Lead People

- Lead a team of 15-20 Customer consultants
- Identify outlets for CC placement
- Appointment, training, soft - skill development & productivity of CCs
- CC profitability
- Lead, penetrate and develop cluster of markets in a territory
  - Lead retailers to grow sales of Lava

### ??? Lead Knowledge

- Training of CCs on product, processes & IT application
- Educate sales schemes, policies & product to retailers/CCs ??? Enroll retailers on schemes & policies
- Education on branding to retailers & CC??s

### ??? Asset Management

- Maintain shop board, in-shop branding and SIS at retail counter
- Maintain demo & dummy handsets at retail counter

### ??? Material Management

- Educate retailer to sell Lava products
- Update opening/closing/change in category of any retail counter
- Update handset stock at retail counter
- Liquidate old stock
- Planogram adherence

### ??? Issue resolution

- Resolve issues of service at retail counter
- Resolve scheme related issues of retailers
- Report any gaps & issues in branding at retail counters

Oct 2016 - Aug 2017

Sales Trainer

### **Huawei Telecommunications**

- ??? To give training to the new employees about the existing products.
- ??? To conduct surprise training for employees on products at stores and classroom training as well.
- ??? To motivate staff by holding regular internal meetings.
- ??? To keep an eye on the new products, launch by competitors and analyze the specifications of the same.
- ??? To take daily sales reports of each store from employees and update seniors by email.
- ??? To make awareness to sales staff about the products launched by the competitors so that the employees can increase sales by comparing with our products.
- ??? To visit all the stores and review the inventory of all products on a weekly basis.
- ??? Monitoring the slow-moving stocks and managing / acts in a timely and effective manner.
- ??? Arranging & offering free gifts to the employees for their achievements

Jul 2012 - Apr 2014

Sales Executive

### **Iphone Aircel**

Responsible For Day-to-Day operation. Handling customers queries and complaints and checks back satisfaction level. Maintaining inventory and taking care of profitability. Responsible for doing the daily reporting to Team Leader. Need to look after stock requirement for running the daily smooth operation. Maximizing the sales and profit for the store. Maintain good customer relationship for future sales.

Apr 2024 - Present

Area Business Manager

### **park+**

- Achieved 20% increase in sales within the first quarter, surpassing the set targets.
- Implemented a strategic marketing campaign that resulted in a 15% growth in customer base.
- Conducted training sessions for the sales team, leading to a 30% improvement in productivity.

