



SABITH ASHRAF

Business Development | Sales & Marketing | Customer Relationship

SUMMARY

Results-oriented **Sales & Marketing** professional with 4+ years of expertise, focused on maximizing sales by managing all accounts systematically and logically. Holding Master of Business Administration specialized in **Marketing**, and committed to ideals of consistency and dedication in order to build the most successful business partnerships. Exceptional interpersonal, time management, and negotiation skills.

EXPERIENCE

Property Consultant | Banke International Properties, Dubai

Jan 2023 – Aug 2023

- Provide guidance and assist investors to make the right investment.
- Generate leads through networking, calling, meetings and follow ups.
- Determine clients' needs and financial abilities to propose solutions that suit them.
- Providing strong pitch to clients.
- Schedule and conduct meetings and finalize deals.
- Updating conversation with client on CRM software and maintaining database properly.
- Perform comparative market analysis on new and upcoming projects.

Business Development Executive | More Ideas General Trading LLC, (BYJU'S GCC REGION), Dubai

Dec 2021 – Dec 2022

- Lead generation through existing and new network.
- Revenue targets through sales and business development activities.
- Calling the clients and fixing appointments for counselling session for their kids.
- Meeting the clients and consulting them for better learning approach for their children.
- Handling client database to ensure quality process flow from calling the prospect client till closing the deal.
- Updating conversation with client on CRM software (Leadsquared) and maintaining database properly.
- Management of presales and post sales operations.
- Cross functional communications across the organization.

CONTACT

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PROFESSIONAL SKILLS

- Marketing & Sales Planning
- Market Research & Competition Analysis
- Client Relationship Management
- Revenue & Profit Maximization
- Upselling & Cross-Selling
- Go-to-Market Strategies
- Tactical & Adaptable Business Planning
- B2B, Distribution, & Channel Sales
- Brand Management
- Strategic Planning
- Business Development

TECHNICAL SKILLS

- MS Office Applications (Excel, Word, PowerPoint, Outlook)
- CRM Tool

EDUCATION

- **Master of Business Administration - Marketing**
| Bangalore University | 2018
- **Bachelor of Technology - Mechanical** | North East Frontier Technical University | 2017

HOBBIES

- Travelling
- Reading
- Listening to Music
- Football

PERSONAL INFO

Nationality | Indian

Gender | Male

Languages | English, Hindi

Malayalam & Tamil

Civil Status | Single

Visa Status | Visit

Inside Sales Associate | Intellipaat Edu Solutions

Oct 2020 - Nov 2021 -1year 1month

- Researched and identified new business opportunities, including new markets, growth areas, trends, customers, partnerships for educational products and services
- Generated leads and cold call prospective clients to understand in detail about their requirements and respond effectively with a plan of how to meet these, meet clients as and when required to take business communication to next level.
- Gained good understanding of the business products and services and able to advise others about them.
- Generating revenue by developing/maintaining customer relationship and positioning the products in the market.
- Conversion of leads received through various marketing channels (Inbound & Outbound customer calls) into sales.

Marketing & Sales Coordinator | AMS Trading Company

Sep 2018 - Oct 2020 -2year 1month

- Worked with the marketing team to analyze current marketing strategies and develop new and improved marketing practices for optimized results.
- Engaged in the creation of new marketing programs and develop materials to support those programs
- Identified prospective customers as well as new opportunities by conducting market research.
- Building long-term relationships with key clients and addressing customer concerns and complaints.
- Providing knowledge about products and service offerings to the customers.
- Responsible for handling enquiries from clients through phone, email and in person.
- Responsible for negotiating about the product and services.
- Proactively identifying cross-selling/up-selling opportunities with the existing customers.
- Generating revenue by developing/maintaining customer relationship and positioning the products in the market.