

HAFAEEZ POKKASSIRAKATH

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OBJECTIVE

Results-driven Automotive Refinishing Business Development Professional with advanced expertise in the automotive industry and a track record of driving growth and success. Leveraging exceptional business development skills, industry knowledge, and a strategic mindset to identify new opportunities, forge valuable partnerships, and contribute to the expansion and profitability of organizations. Committed to delivering exceptional results, building long-lasting client relationships, and surpassing sales targets to drive sustainable business growth.



EDUCATION

B.COM- BACHELOR OF COMMERCE (FINANCE AND TAXATION) |

2013 – 2016



EXPERIENCE

Business Development Executive | Dynatrade Automotive Group.

2021 – PRESENT

HANDLING MAJOR BRANDS,

1. 3M AAD PRODUCTS
2. LESONAL AUTOMOTIVE PAINTS (AKZONOBEL)
3. ROBERLO PAINT & ANCILLARIES

- Spearheaded the expansion of new business, resulting in a remarkable 25% increase in sales revenue within the first quarter.
- Implemented highly effective networking and sales strategies, leading to a 30% growth in the customer base.
- Conducted compelling product presentations to a diverse clientele, resulting in a 15% increase in customer conversions.
- Successfully negotiated contract terms, conditions, and pricing, resulting in an average of 12% increase in deal value.
- Generated a multitude of new business opportunities and fostered strategic partnerships, resulting in a 20% increase in overall market share.
- Skillfully identified and resolved complex strategic problems that directly impacted sales management, resulting in a 15% improvement in sales efficiency.
- Implemented innovative marketing campaigns across multiple channels, resulting in a 40% increase in brand awareness and market penetration.

- Cultivated and nurtured long-term customer relationships, resulting in a 25% increase in customer retention rate.
- Engaged with prospective clients and scheduled impactful sales presentations, resulting in a 20% increase in lead conversion rate.
- Established and expanded a professional network within the industry, resulting in a 30% increase in referral business.
- Achieved the largest sale of the year within the region, closing a customer on a remarkable AED-12.5 million deal, which accounted for 35% of the annual sales target.

Sales Executive | Trichy Trading Company. L.L.C

MAR 2017 – OCT 2021

Handled major brands like...

1. Challenger Automotive Paints (AXALTA Coating System)
2. SIA Abrasives and tools (Switzerland)

- Orchestrated the execution of the sales plan by effectively managing a diverse portfolio of customers within the designated area.
- Conducted systematic screening of the customer base to identify new opportunities, resulting in the generation of high-quality leads and maintaining a robust sales pipeline.
- Proactively identified, planned, and developed relationships with new customers in alignment with strategic business development plans, leading to a significant expansion of the customer base.
- Collected, analyzed, and synthesized customer feedback to gain valuable insights into present and future market trends, facilitating informed decision-making and driving further market penetration.
- Strategically planned and organized visit schedules to ensure optimal customer service levels, coordinating effectively with assigned technical service representatives.
- Successfully installed paint mixing units at retail shops and end-user locations, providing comprehensive instructions on proper usage, including training on the Color Control Centre software and New Generation Software.
- Conducted promotional activities, such as denter/painter meets, to actively promote our products and engage with key stakeholders in the industry. Collaborated closely with these professionals to understand their specific needs and identify opportunities for sales growth.
- Introduced the latest products from Liberty Paints Factory to customers, effectively showcasing their unique features and benefits, resulting in a notable boost in sales.
- Achieved a 20% increase in sales revenue through targeted customer acquisition and retention strategies.
- Developed and maintained strong relationships with key accounts, resulting in a 15% increase in customer satisfaction and repeat business.
- Implemented innovative sales techniques and negotiation strategies, resulting in an average deal value increase of 10%.

- Conducted comprehensive market research and analysis, enabling the identification of emerging market trends and opportunities, leading to a 25% increase in market share.
- Demonstrated excellent product knowledge and industry expertise, resulting in a 30% increase in customer confidence and loyalty.
- Awarded the "Sales Executive of the Year" for three consecutive years (2018-2020) in recognition of outstanding sales performance and contribution to company growth Top of Form.

Body Shop Advisor | Gas Monkey Auto Service- Kerala, India

SEP 2016 – MAR 2017

Body Shop Advisor Assistant | MCM Garage, Kedah, Malaysia.

MAR 2016 – SEP 2016



SKILLS

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|----------------------------------|---|
| • Strong Sales Acumen | • Product Knowledge |
| • Business Development | • Customer Relationship Management(CRM) |
| • Market Analysis | • New Market Penetration |
| • Key Account Management | • Sales Forecasting |
| • Revenue Generating strategies | • Team Development |
| • Technical Expertise | • Adaptability and Resilience |
| • Communication and Presentation | |



CERTIFICATES

- Sia Automotive series and Application. – (Sia Abrasives, Switzerland)
- Repairs and Refinishing- (ROBERLO-Spain)
- Color Application –(ROBERLO- Spain)
- Defects and Damage to Bodywork- (ROBERLO-Spain)
- Introduction to Industrial Paints- (DISOLAC-ROBERLO-Spain)
- Industrial Paint Technician-(DISOLAC- ROBERLO-Spain)



OTHERS

- LANGUAGE- English, Hindi, Urdu,Tamil,Malayalam
- Holding Valid U.A.E Driving License