

Anzal Ashraf

Senior Sales Executive



Results-oriented Sales Executive with over a decade of expertise in automotive, marine and decorative coatings industries. Proven track record of driving revenue growth, building lasting client relationships, and providing tailored solutions. Seeking a dynamic role to leverage extensive industry knowledge, foster strategic partnerships, and surpass sales targets in the coatings sector.



Skills

◆	Knowledge in Coatings Industry	◆◆◆◆◆
◆	Technical Knowledge	◆◆◆◆◆
◆	Problem Solving Ability	◆◆◆◆◆
◆	Client Relationship Management	◆◆◆◆◆
◆	Presentation Skills	◆◆◆◆◆
◆	Industry Networking	◆◆◆◆◆



Work History

◆	Dec 2015 - Current	Senior Sales Executive
		<i>Multi Products Enterprises LLC, Dubai</i>
		<ul style="list-style-type: none">• Market Research and Prospecting: Identify potential customers in the automotive industry, such as body shops, automotive repair shops, and dealerships.• Client Relationship Management: Cultivate and maintain strong relationships with existing clients while actively seeking new business opportunities.• Technical Support: Provide technical expertise and guidance to clients regarding the selection and application of automotive paints.• Product Knowledge: Develop a deep understanding of the various automotive paint products and their applications.• Quoting and Pricing: Provide accurate and competitive price quotes based on client needs and market conditions.• Order Processing and Fulfillment: Coordinate with logistics and operations teams to ensure timely and accurate order processing and delivery.

- **Sales Reporting and Forecasting:** Generate and maintain sales reports, forecasts, and pipelines to track performance and contribute to business planning.
- **Problem Resolution:** Address any client concerns or issues promptly and effectively to maintain customer satisfaction.
- **Training and Product Education:** Provide training sessions or workshops for clients to enhance their understanding of automotive paint products
- **Continuous Learning and Skill Development:** Stay updated on automotive industry advancements, paint technology, and sales techniques

Nov 2013 -
Nov 2015

Customer Relations Officer

National Paints Factories LLC, Sharjah

- **Customer Communication:** Interacting with customers to understand their requirements, provide product information, and address queries or concerns.
- **Order Processing:** Handling customer orders, ensuring accurate details, and coordinating with production and logistics teams for timely delivery.
- **Complaint Resolution:** Addressing customer complaints or issues related to products, quality, or delivery, and ensuring a satisfactory resolution.
- **Product Knowledge:** Having in-depth knowledge of the company's decorative paint products, their features, benefits, and application methods.
- **Relationship Building:** Building and maintaining strong, long-term relationships with customers to enhance loyalty and retention.
- **Documentation:** Maintaining accurate records of customer interactions, transactions, and feedback for future reference.
- **Customer Education:** Educating customers about product usage, best practices, and any additional services or support available.
- **Sales Support**
- **Sales Reporting**

Jul 2011 -
Aug 2013

Relationship Officer

Akzonobel India Ltd, Kerala

- **Client Acquisition**
- **Client Retention**
- **Product Knowledge**
- **Customized Solutions**
- **Negotiation and Pricing**
- **Sales Reporting**
- **Documentation and Record Keeping**



Education

May 2011 -
Current

Master Of Business Administration: Sales And Marketing

Pondicherry University, India

May 2007 -
Mar 2011

Bachelor Of Commerce: Sales And Marketing

University of Calicut - Kerala, India



Accomplishments

- **Key Account Acquisition:** Secured contracts with major automotive repair shops and dealerships.
- **Consistently Exceeded Sales Targets:** Achieved or exceeded monthly and annual sales targets, showcasing a strong ability to consistently drive revenue growth.
- **Client Retention and Satisfaction:** Maintained a client retention by providing exceptional service, resolving issues promptly, and tailoring offerings to meet specific client needs.
- **Product Knowledge and Expertise:** Developed extensive knowledge of automotive paint products, providing clients with valuable technical advice and earning their trust.



Software

Microsoft Excel	◆◆◆◆◆
Microsoft Powerpoint	◆◆◆◆◆
Canva	◆◆◆◆◆



Languages

Malayalam	◆◆◆◆◆◆	Bilingual or Proficient (C2)
English	◆◆◆◆◆◆	Bilingual or Proficient (C2)
Hindi	◆◆◆◆◆◆	Bilingual or Proficient (C2)
Arabic	◆◆◆◆◆◆	Upper intermediate (B2)



Key Brands

- Cromax (Axalta Coating)
- Duxone (Axalta Coating)
- Boero yacht coatings
- Valresa wood coatings
- Indasa Abrasives