

Md. Reazul Islam

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Career Summary:

- Working as Executive Sales at Uttara Motors Ltd. & have 03 years' experience in Sales, & Marketing, branding, Strategic Business Planning, Positioning & Development area.
- A Growth Centric business leader, with variable record of successful business development through rich capability in distribution set up & also experienced in managing complex business by developing relationship, convincing & executing strategic business development plan & achieving final target.
- A result-oriented Sales professional, driven by the desire to excel business by utilizing new concepts, along with expertise in business planning, positioning & channel development
- Established track record of managing diversified teams & products by building rapport with stakeholders with interpersonal skill which increase revenues, market share & profitability.
- Passionate about directing new strategy, digital marketing, demand forecasting, business analysis, critical situation handling, product penetration strategy in competitive environment.

Objective: To work in the Sales Department & assure scalable business growth with functional excellence.

Proficiencies:

- Strategic Sales Management
- Branch Management
- Trade & Promotional work
- Critical thinking & Creativity
- Situational Leadership
- Business Analysis
- Distribution Network Design
- Emotional Intelligence
- People Management
- Marketing & product line development

Personal Information:

Date of Birth: 26 Sept, 1992

NID No: 19923313081000433

Working Experience:

Organization Name: Uttara Motors Ltd. (**Website:** uttaramotorsltd.com)

Designation 1: Executive Sales

Duration: From May'18 to till now



Job Responsibility:

- Leading the sales, marketing & business development activities of the company at the assigned area.
- Communicating with customer, creating new customer & ensuring proper service to them.
- Builds business by identifying and selling prospects; maintaining relationships with clients.
- Identifies business opportunities by identifying prospects and evaluating their position in the industry; researching and analyzing sales options.
- Analyzing competitors' activities & recommending & implementing sales strategies accordingly.
- Sells products by establishing contact & developing relationships & recommending solutions.
- Maintains relationships with clients by providing support, information, and guidance; researching and recommending new opportunities; recommending profit and service improvements.
- Identifies product improvements or new products by remaining current on industry trends, market activities, and competitors.
- Creating new dealers & helping them to sell the product to the end users.
- Overseeing the payment issues & customer service issues & maintaining proper database.
- Organizing different events & overseeing the branding issues of the company.
- Prepares reports by collecting, analyzing, and summarizing information.
- Maintains quality service by establishing and enforcing organization standards.

Achievement:

- Leading the sales, marketing & business development activities at Rajshahi, Natore, Nogaon, Chapai-Nowabganj area with functional excellence.
- Monitoring the activities of one distributor & processing for deploying another distributor.
- Achieving sales target of BDT 60 lac per month target.
- Leading the sales, marketing in Chattogram 3638 CNG replacement program, special task by management and Achieved sales target of BDT 139 crore

Organization Name: Sajeeb Corporation

Website: sajeebgroup.com.bd



Designation 1: Assistant Zonal Sales Incharge

Duration: From Feb'17 to Jul'17

Job Responsibility:

- Present, promote & sell products/services using solid arguments to existing & prospective customers
- Perform cost-benefit and needs analysis of existing/potential customers to meet their needs
- Establish, develop and maintain positive business and customer relationships
- Reach out to customer leads through cold calling
- Expedite the resolution of customer problems and complaints to maximize satisfaction
- Achieve agreed upon sales targets and outcomes within schedule
- Coordinate sales effort with team members and other departments
- Analyze the territory/market's potential, track sales and status reports
- Supply management with reports on customer needs, problems, interests, competitive activities, and potential for new products and services.
- Keep abreast of best practices and promotional trends & continuously improve through feedback.
- Implementing the instructions from company & generating & submitting necessary reports.

Major Achievements:

- Handling the overall business of Shezan Juice, Coolson Macarony, Laccha Semai at Sherpur area by supervising the actives of 7 dealers.
- Distributing task among 7 sales representatives, monitoring & evaluating performance.
- Achieving monthly sales target of 50 lac at the assigned area.

Academic Qualification:

- MBA in Marketing from Southeast University with CGPA 3.38 out of 4.00 in 2016
- BBA in Marketing from Asian University of Bangladesh with CGPA 3.41 out of 4.00 in 2014
- HSC from Shafiuddin Sarkar Academy And College with GPA 4.10 out of 5 in 2009
- SSC from Harbaid High School with GPA 4.25 out of 5.00 in 2007

Training:

- Participated in training on Salesmanship Skill (commercial Vehicle) from Bajaj Academy

Soft Skill: Teamwork, convincing, inspiring, influencing, negotiation, leadership skill.

Computer Skill: Sound in Microsoft word, excel & power point presentation.

Language: Fluent in Bangla and English

References

Sayed Kamal Ashraful Haque, Manager & Branch Incharge, Uttara Motors Ltd.

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Md. Saiful Islam Khan, Area Manager, Uttara Motors Ltd

Mobile: (+88) 01713248152



Signature:

Date: