

Mahbub-E-Rabbanif

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Address: Ekosea Bhubon,19/D/8, Flat-6/B,
Tolarbag Residential Area, Mirpur-1,
Dhaka-1216, Bangladesh.



Six years experience of leading Team of Sales & Marketing at number of reputed corporate house. Planning in sales for achieving monthly revenue target as well as dealing with business partner on regular basis to enhance business. Special skilled in communication & negotiation with business partner which help to bring best business from partner. Looking to leverage my knowledge and experience into a role as Business Manager.

Core Competencies

- Leadership Skill.
- Good Planning & organizing skill.
- Operations Management (Sales).
- Team Building Skill & Managed skill.
- Lead the Team.
- ROI Calculation of Distributor.
- Strategic & Innovative Plan to achieve monthly revenue Target.
- Analyzing and drafting reports on Sales.
- Taking immediate initiatives on resolving any issue.

Reward, Achievement & Distribution Increase

1. Have got Best Territory Manager Award 2014-15 From CEAT Bangladesh Ltd.
2. Sales Excellence Award Salesman Of the Month from Rahimafrooz Distribution Ltd.
3. Sales Excellence Award Salesman Of the Quarter from Rahimafrooz Distribution Ltd.
4. Acquisition of new distributors & distribution Expansion at Faridpur & Munshiganj.
5. Developed Dealer Channel At Faridpur Region.
6. Improved Dealer Channel & Retailer Channel Network at Gulshan & Dhanmondi Area.
7. Direct dealing with corporate customers for ensuring sales & service through Dealer.
8. Highest Distribution Coverage in my Area.

Work Experience- Area Sales Manager, From January 2020 to May 2020, Beximco Communications Ltd (Akash DTH), Level# 09, Sam Tower, Plot# 4, Road # 22 ,Gulshan-1, Dhaka-1212, Bangladesh.

Job Details

1. Primary & Secondary sales : Ensure Area wise primary & Secondary sales & Revenue.
2. Coverage: Expand geographical coverage & acquisition of new distributors & distribution Expansion.
3. PJP: Manage Daily route as per permanent journey plan.
4. Coach & Train TM & Distributors resources: Lead a team of TM & Distributors Resources & ensure proper coaching for succession plan in line with business target.
5. Sales & Service representative: Manage own distributors sales & service representative successfully.
6. Product Placement: Ensure targeted product lifting from warehouse & Placement through distributors.

7. Sales KPI: Formulate sales KPI & Monitor team performance as per the given KPI.
8. BTL Planning & execution: strategy & plan of BTL Promotion for the distributors to meet national sales wise KPI.
9. Area Business Planning: Formulate area & Territory wise business plan as per area wise business Target.

Work Experience- Territory Sales Executive, From 1st August 2018 To 4th January 2020, Rahimafrooz Distribution Ltd, 104 Globe Chamber Motijheel , Dhaka-1000.

Job Details

1. Sales Planning for achieving Annual Operation Plan.
2. Responsible for achieving Company objectives along with retail coverage, territory
3. Plan, organize and establish retail network and ensure growth of Market Share.
4. Spot out Channel Gap, and Convert competitors channel partner into company folder.
5. System and Process Implementation & Searching potential customers
6. Actively involved in primary and secondary sales monitoring.
7. Proficient to handle the issues & knowledgeable on managing market intelligence
8. Report writing & presentation.& Collection of competitors' information .
9. Visiting corporate and potential customers as well as business partners on regular basis.
10. Making business deal with business partners.

Work Experience- Territory Sales Senior Officer, From January 2016 To July 2018, Rahimafrooz Distribution Ltd, 104 Globe Chamber Motijheel , Dhaka-1000, Bangladesh.

Job Details

1. Joined Rahimafrooz Distribution Limited in 2016 as Senior Officer for Sales & Marketing in Dealer Channel for Gulshan Territory.
2. Have Take Responsibility also Uttora & Gajipur Territory for Three Month.
3. Promoted as Executive at Rahimafrooz for another Important area Dhanmondi.
4. Leading TSE of Rahimafrooz Product for achievement of monthly revenue Target.
5. Achieve annual value, volume and profitability target for the specified territory.
6. Ensuring of active involvement in cycle planning activities.
7. Attending of regular sales calls as per plan to maintain.
8. Sustainable trade relationship with dealer .
9. Monitor inventory in key sales points to ensure product availability.
10. Efficient management of key customer account & Ensure growth in market share.

Work Experience- Territory Manager, From July 2014 To December 2015, CEAT Bangladesh Ltd, Shanta Tower Tejgoan , Dhaka-1208, Bangladesh.

Job Details

1. Appoint Distributors/ Dealers for all categories.
2. Effectively meet sales targets.
3. Arrange Monthly Three Consumer Meet Program.
4. Provide support for secondary channel management activities.
5. Predict dealer demand and meet requirements within optimum time period.
6. Manage relationships with distributors, dealers, customers and all major stake holders.

Education

1. **MBA: 2012, CGPA-3.38** (Management Studies) Jagannath University, Dhaka.
2. **BBS: 2010, 2nd Class** (Management) Jagannath University, Dhaka.
3. **HSC: 2004,GPA-4.10,**(Business Studies) Modhupur Shahid Smrity College,Tangail.

4. **SSC: 2002, GPA-3.50**, (Science) Dhanbari Nawab Institution ,Tangail.

Professional Qualification

1. **PGDMM: 2017**, (Post Graduate Diploma in Marketing Management),
Bangladesh Institute of Management (BIM), Dhaka.

Training

1. **2019** : “**The Art & Science Of Sales Closing**”, Rahimafrooz Distribution Limited.
2. **2019** : Training on “**Beauty of MS Excel for Sales Analysis**” organized by Rahimafrooz Distribution Ltd.
3. **2018** : Professional Training On **Sales Excellence & The Art & Science Of Sales**, LCBS Dhaka Conducted BY Shubbrato Dutta, India.
4. **2017** : Training **On Negotiation**, Rahimafrooz Distribution Limited.
5. **2016** : **Professional Salesman of 21st Century**- By BRIDDHI, Dhanmondi, Dhaka. Conducted BY Md Akbar Hassan Sir.
6. **2016** : Attended “**I+10 Habits**” Training session on Self Development organized by Rahimafrooz Distribution Ltd.
7. **2015** : On **Art of Sales** , Enroute Center For Development By Syed Taher Ahmed.
8. **2014** : Training on **Sales And Negotiation Technique Sales ,Training on Dealer Management, Product Knowledge And Shadow Sales visit** Organized By CEAT Bangladesh Ltd.

COMPUTER SKILLS

- ◆ **Operating System** : MS-Dos, Microsoft Windows (98, ME, Server, 2000, XP,VISTA, Windows 2007etc)
- ◆ **Applications Software** : Microsoft Office (Word, Excel, Power Point, Access)
Microsoft Outlook Express, Front Page Express
Experience in Internet Applications and e-mail Services.

PERSONAL DETAIL

Date/Place of Birth : 1st January, 1987. Tangail,Bangladesh
National ID : 9312525078531
Religion : Islam (Sunni)
Nationality : Bangladeshi by birth
Marital Status : Single
Personal Interest : Travelling,Attending Business Fair,
Seminar,Workshop.

Reference

1. **Mustakim Billah Faruki, Additional Secretary, Local government Department, Bangladesh Secretariat, Dhaka,Bangladesh.** Mobile-+8801711329800, Email- mustakim.faruqui@gmail.com
2. **Atiqur Rahman,General Manager Human Resources** , Transcom Beverages Ltd(PepsiCo) Bangladesh. Plot# #31, Road #53, Gulshan North C.A, Gulshan-2, Dhaka-1212. Mobile- +88 01819 411 333, Email-atiqur.rahman.citi@gmail.com.
3. **Md. Masuder Rahaman, Sr. Manager**, Organization Development, Beximco Communications Limited (Akash-DTH) Level# 09, Sam Tower, Plot# 4, Road # 22 , Gulshan-1, Dhaka-1212, Bangladesh, Mobile- +88 01727- 227.