



## AHMAD MOBIN

### ORIENTATION CENTRE IN-CHARGE

#### OBJECTIVE

Organized, motivated and detail-oriented sales professional looking for relevant opportunities across OEM/Sanitaryware multinational organizations where I can utilize my experience in Business Development, Channel Marketing, Product & Marketing Strategy and L&D to create growth and drive excellence.

#### SKILLS & ABILITIES

- Business Development
- Channel Sales/Management
- Competition Benchmarking
- Key Accounts Management
- Learning & Development
- Strategic Planning
- Sales Capability Building
- Product Knowledge Development

#### CONTACT DETAILS

Mobile: +91 7905481149

Email: mobin100@icloud.com

## PROFESSIONAL EXPERIENCE:

### JAQUAR & CO. PVT LTD, LUCKNOW

ORIENTATION CENTER IN CHARGE, JUNE 2020-TILL DATE

- Dealers (Partners)/Retailer management for Digital Door Lock Business
- Key Account Management
- Management and execution of marketing campaigns, promotional activities, exhibitions & in-house seminars for branding
- Management of architects, consultants, contractors & end users of Government departments, industries, PSUs, Hospitality & private segments
- End to end management of Sales Excellence through multiple **L&D initiatives** into Sales Training, Sales Capability Building, Behavioral Competency Development, Soft Skill Development, Technical Knowledge Development and Product Knowledge Development.

#### Accomplishments:

- Increased branch revenue by **44%** for 2021-22 & was awarded number one in India
- **32%** revenue growth for FY 22 for our Dealers/Channel Partners
- Consistently increased CBS sales by **30 %** Y-o-Y basis.

### BOSE CORPORATION, GURGAON

SALES COORDINATOR, JUNE 2013-MARCH 2020

- Revamped INDIA/UAE support/service operations and established core global processes and increased CSAT rates from 48% to 78% within 12 months.
- Onboarding, Coaching & Developing the Sales team through various L&D process, including but not limited to Sales Training, Sales Capability Building,

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Behavioral Competency Development, Soft Skill Development, Technical Knowledge Development and Product Knowledge Development.

- Working with regional account managers, operation managers, quality leads, process and policy groups, and effectively providing road-map for short, mid and long-term business goals and strategy in order to drive customer brand advocacy & improve sales.
- Implemented global best practices and standard processes, such as quality reporting, KPI measurements, documentation and increasing survey responses. Increased survey counts by 33%.

### **Accomplishments:**

- Implemented service key strategy to reduce repeat repair/system failure within 30 days with a reduction of over **40%** in such cases.
- Reduced outbound calls by **50%** made from contact centre and increased NPS
- Reduced TAT for repairs from average **5 days to 2 days.**
- Optimized agent applications, work environment, schedules, coaching methods and introduced recognition and team activities, thereby raising ESAT Score from **60 % to 94 %** .
- Have been part of the team to visit the Headquarter of Bose in Boston twice as a reward for achieving 100% of the yearly target and exceptional product training.

### **EDUCATION:**

**LUCKNOW UNIVERSITY**

**MCA (MASTER OF COMPUTER APPLICATION) | 2016**

**LUCKNOW UNIVERSITY**

**B.SC (BACHELOR OF SCIENCE) | 2007**