

M. Rifkhan Razmara

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**PERSONAL PROFILE**

* Seasoned professional with over 15 years of experience in Sales & Marketing and customer service management
* Establish and nurture complex networks with ability to develop string relationships and securing long term customer loyalty.
* Proficient in managing business operations and realize desired growth & profitability objectives.
* Adept marketing plans, align business activities to achieve desired objectives.
* Sound networking & interpersonal skills with the skill to interact with people from diverse backgrounds.
* Thrive in a deadline intensive environment, multitask, perform under pressure and meet deadlines. Excellent
* man-management, time management, leadership skills.

**PERSONAL VISION**

To Become a responsible and resourceful personnel in a leading and fast growing organization, by adding values to the organization through leadership and team work in achieving company goals and objectives.

**PROFESSIONAL EXPERIENCE**

**Sales Executive at Sharaf DG**

**Achievement / Competence 2012 – Present**

* Achieve and exceed the allocated sales target
* Competently maintained highest standards of customer service by giving preference to customer satisfaction & resolving their problems & concerns.
* Effectively communicate with clients to gain commitment to purchase
* Be able to demonstrate full knowledge of all products, relevant selling points and benefits
* Maintain a current and accurate knowledge of competitor’s product and be able to highlight their disadvantages and benefits

**Responsibilities**

* Sales and marketing of Digital Cameras ((Canon, Sony, Nikon) Video Cameras & Accessories.
* Ensure transfers and administration of products are being monitored and fully managed.
* Maintain a current and accurate knowledge of products
* Deliver the highest levels of customer service, thereby creating customer loyalty and repeat sales
* Maintain regular contact with clients
* Overcome client resistance/objections to products.

**Sales Executive at Canon Metropolitan Office (PVT) Ltd 2004 - 2011**

**Achievement / Competence**

* Exceeded sales target, successfully negotiated and closed new sales, prepared proposals and quotations, negotiated and won new contracts consistently.
* Ensured internal communication was efficient throughout company; sales, marketing and customer support.

**Responsibilities**

* Marketing Products (Digital Cameras & Compact Photo Printers).
* Explaining to customers the exact way a product or service will be of benefit to them.
* Handling Customers.
* Arranged client demonstration
* Represented for Digital Photography Exhibitions.
* Involved in the recording and administration of sales by forwarding reports and copies to the sales office
* Looking after the debtors collection
* Provided customers with competitive quotations.

**Salesman at Solids Majestic City 1999 – 2004**

* Selling Digital Cameras, Household Appliances.
* Handling Cash.
* Banking & Encashment.

**EDUCATIONAL AND PROFESSIONAL QUALIFICATION**:

**Technical Qualification :**

* Certificate in business Management at Business Management School.
* Certificate Course in Computer Studies at J M C School Of Computers
* Diploma in Computer Studies at J M C School Of Computers

**Core Functional Skills:**

* Excellent in communication skills, administrative and supervisory skills
* Good presentation skills, negotiation and selling skills
* Good leadership ability, customer oriented, people skills, problem solving and decision making skills
* MS Office Suite (Word, Excel, Access, Power Point)
* Internet Applications

**EXTRA ACTIVITIES**

* Won Second Place in Hand Writing in English Day.
* Won Second Place in Hand Writing in Sinhalese Day.
* Won First Place for 75 x 4 Relay Under 11 Years
* Won First Place for 100 x 4 Relay Under 13 Years

**PERSONAL INFORMATION**

Date of Birth : 22nd August 1981

Nationality : Sri Lankan

Sex : Male

Civil Status : Married

School Attended : Alexandra Junior School & Carey College

Proficiency in Language : English, Sinhala & Tamil

**REFEREES:**

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| --- | --- |
| Mr. Suresh Herath  Product Manager  Metropolitan Office (Pvt) Ltd.  12. Magazine Road, Colombo 08.  +94714268309 | Mr. Sunil Jayamanna  Center Manager  Berty’s Institute  380. First Floor, Galle Road, Colombo 03.  +94773992535 |

I do hereby certify that the particulars given above are true and accurate to the best of my knowledge.

M. Rifkhan Razmara