

Md. Shabbeer Rabbani

Senior Sales Manager- PAN India , Exploring Senior assignments in Sales/Business development with FMCG/Electronics/Building Materials/Food Ingredients Industries

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Notable success of 28+years in spearheading the entire business operations, entailing business planning, Marketing and Exports.

Career Overview

20+ Years of total experience with high profile companies.



- **Hands on experience in Sales & operations management**, Channel management, Team management, Exports, Client management, New market development, Product promotion, Competitor's evaluation, Growth management.
- **Industries & Domain Familiarity** - FMCG, Food Ingredients, Modern trade, General trade, Wholesale, Horeca, Distributor appointment, Exports management & B2B.
- **Geographical Knowledge and exposure in** India, Saudi Arabia & UAE.
- **Skilled in Software like** - MS Office: MS Word/Excel/Power Point.
- Handled a team of **30 + professionals**

Profile Summary

- Analyze new business opportunities and propose new projects to senior management.
- Drive business development through product penetration, competitor analysis, product promotion strategy and maximizing sales revenue.
- Ensure maximum stakeholder satisfaction by providing excellent after Sales service.
- Liaise with dealers, customers and government authorities; streamline service system and develop new system.
- Guide and mentor team members to align individual goals to organizational goals.

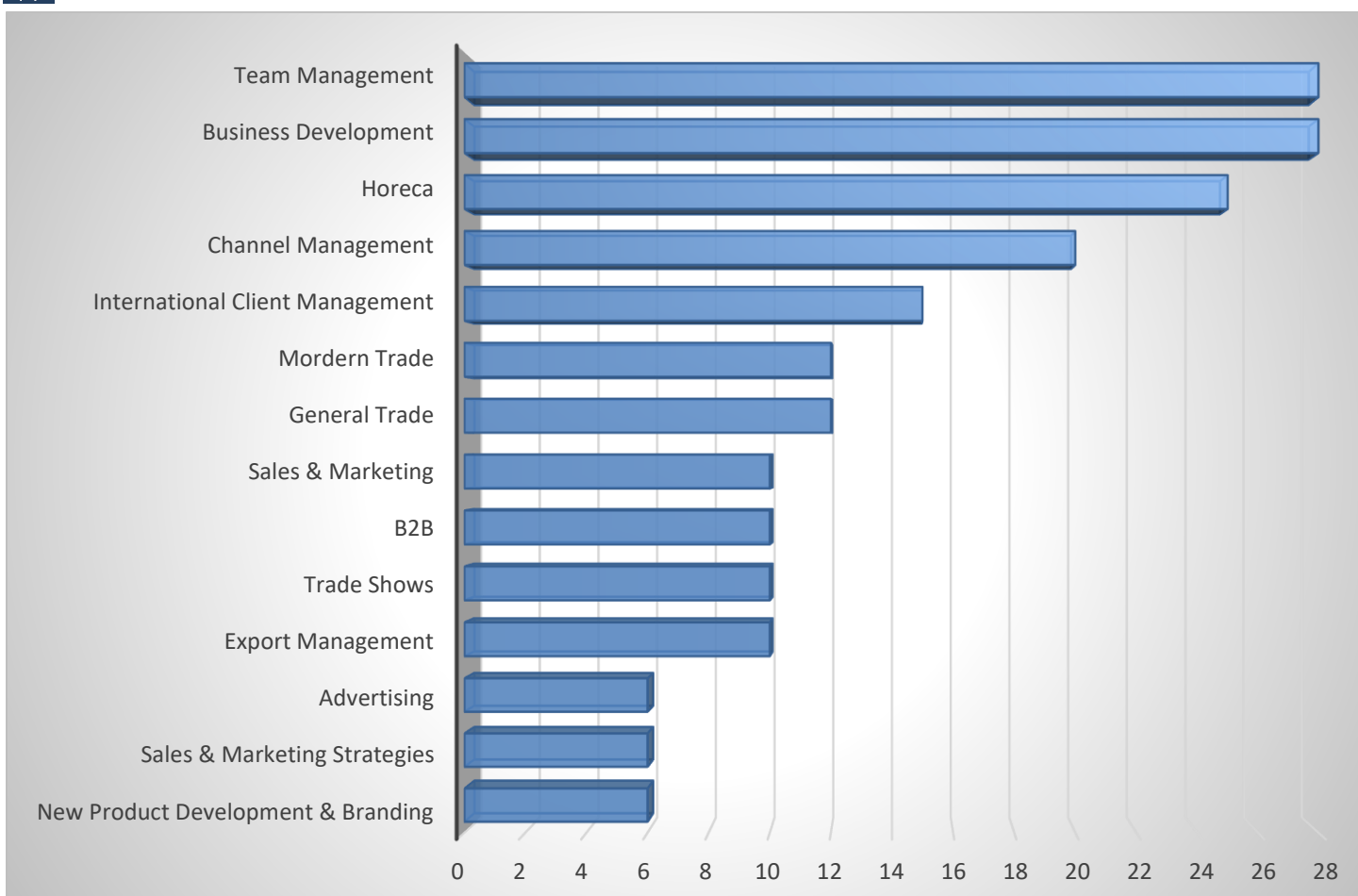
Career Accomplishments

- **Strategized business development initiatives** - Introduced new clients leading to 25%-30% increase in market share.
- **Managed product lines** - FMCG 200 products, Industrial products 500 products; Food Ingredients 100 Products; maximized sales, handled **international clients-Exports and purchases**.
- **Awarded the appreciation certificate** for surpassing the sales target.





Key Skills & Experience Responsibilities Profile



Education Qualifications



PhD - Business Administration - Marketing, Aligarh Muslim University, Aligarh UP, 2022



Advanced Diploma in Management, All India Management Association, Delhi, 2021



MBA - Marketing and Systems, Chennai University, Chennai, 2002



Master of Corporate Secretaryship, Alagappa University, Karaikudi, Tamil Nadu, 1998



Diploma in Information & Systems Management, Aptech Computer Education, Chennai, 1998



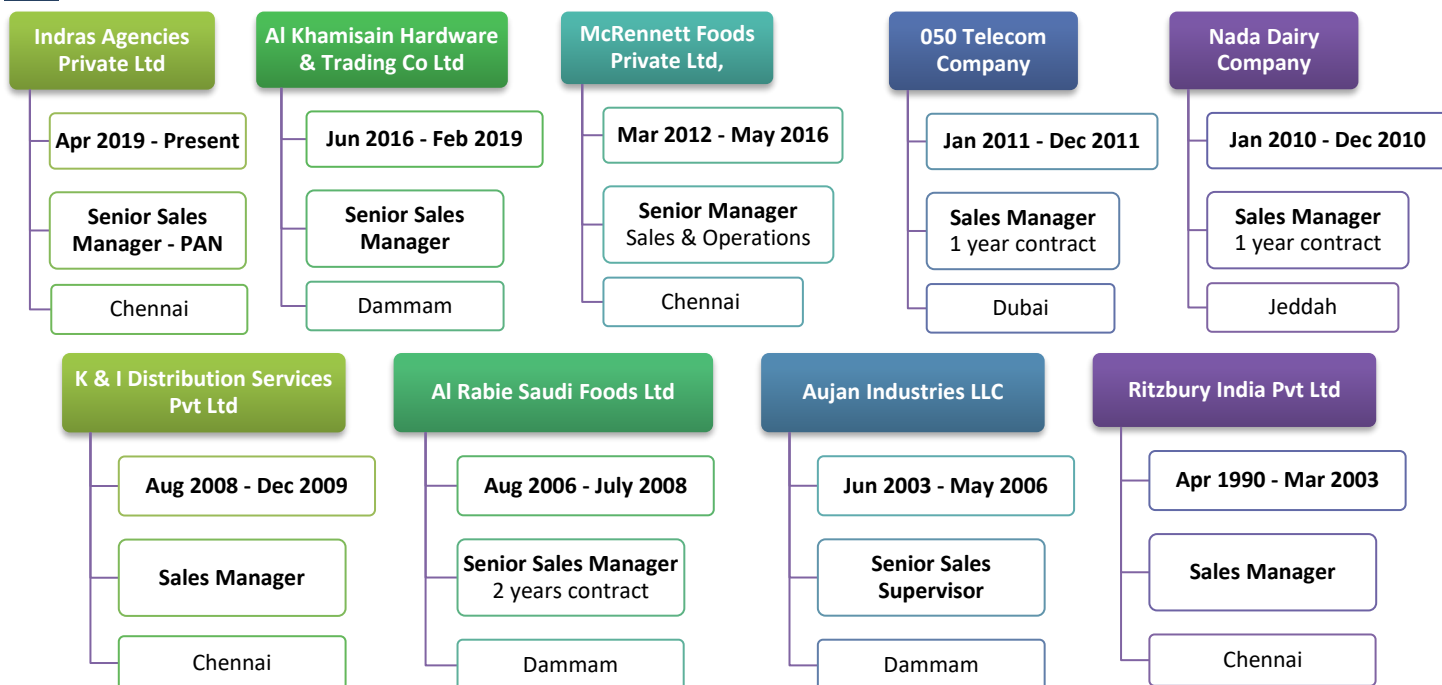
PG Diploma - Marketing Management, Annamalai University, Chidambaram, Tamil Nadu, 1992



B.A. - Corporate Secretary Ship, Chennai University, Chennai, 1988



Career Timeline



Key Accountabilities

- Implement the sales and marketing strategies to achieve the sales targets and increase the market share.
- Manage the overall sales of the entire range. This involves planning, directing, supervising, and controlling the activities of the domestic sales team.
- Scan the market and visit customers with the intention of generating enquiries or trying to fulfill customer requirements.
- Handled Lipton Tea, Coffee products in value added forms must / desirable and to lead the export administration function.**
- Participate in relevant trade shows to bring new business / additional revenue. Annual calendar to be prepared with benefits envisaged.**
- Prepare effective business plan to achieve required product volume and profit.
- Monitor all Export sales transactions and review all customer response for all orders and payments and resolve all customer issues.**
- Meet monthly export revenue targets for Tea, Coffee, and others if any and close new business deals by coordinating the requirements, negotiating contracts, and integrating partner needs.
- Mapping the customer and with entire expansion details and developing export plan.
- Ensure compliance on all export objectives and design sales strategies according to customer requirement.
- Administer all export of goods and ensure compliance to all organizational policies and procedures. Design and implement all export strategies and activities by streamlining processes and systems.
- Prepare all export documents within required time frame and schedule efficient shipping activities and identify appropriate transportation.
- Identify opportunities of private label in export market.
- Check on competitor activities and initiate development of new product mix.
- Take part in order negotiations including price and credit along with general manager as per laid down policy schedules.
- Coordinate with the production department to ensure specifications / delivery / date committed to the customers are met.
- Administer all export of goods and ensure compliance to all organizational policies and procedures.
- Follow up the receivables in coordination with Finance Department.
- Assign territories and sales targets to the sales team in line with the assigned domestic sales targets.
- Prepare annual and monthly sales plans as per the budget and prepare sales reports based on plan verses achieved sales/volume.
- Motivate the personnel in improving their performance and supervise/assist the staff reporting directly to him in the fulfillment of their duties. Assist on the completion of their performance appraisal and counsels them.
- As head of marketing keep the team motivated and focused on the targets. Spell out clearly the glide path for profitable growth of the organization. Close coordination with all other EC members and to promote merit in the organization protecting the organization brand in the eyes of the customers and vendors.



Work Experience

Indras Agencies Private Ltd, Chennai

(Mar 2019 – Present)

A renowned food ingredients supplier company in Chennai, Tamil Nadu, involved in selling listed products. Identify potential clients, establish and strengthen client relationship across food ingredient business. Recognize the client requirements, analyze the gaps and work towards effective resolution of various issues in coordination with the sales team.



SENIOR SALES MANAGER

- Interpret the current market scenario and devise robust strategies ensuring optimum market presence.
- Motivate and manage the sales team towards maximum accomplishment of the sales and business targets.
- Function as a key point of contact for addressable and resolution of account related matters.
- Developing growth strategies & plans.
- In-depth knowledge of food products and value proposition.
- Enhancing, building, and managing the company's direct sales operations in the specified territory, including setting future strategic sales direction.
- Increasing client base across the globe.
- Sourcing, Procurement & Negotiation with Global vendors.
- Co-ordinate with SCM team for on-time order execution.
- Achieve marketing & sales goals as well as motivate team members to achieve the sales target.
- Writing business proposals. Drafting & reviewing business contracts.
- To provide strategic leadership & guidance to the Sales team under his / her supervision.
- Sound knowledge on FSSAI & Customs regulations for import of various food ingredients.

Al Khamisain Hardware & Trading Co Ltd, Dammam, Saudi Arabia

(Jun 2016 – Feb 2019)

Manufacturer of industrial fasteners & building materials; it is a hardware device that mechanically joins or affixes two or more objects together and are used to create non-permanent joints that can be removed or dismantled without damaging the joining components.



SENIOR MANAGER – SALES

Undertake market survey; strategize sales and marketing plans for new product development; analyze market trends for product penetration; maximize organizational revenue through increased market share.

- Ensure maximum client satisfaction, attend sales complaints, ensure continuous improvement in after-sales service and coordinate with product department to meet product deadlines.
- Assign territories and sales target to sales team, guide them for introduction of new product to customers, ensure viability of quotations given to customers; motivate sales team to achieve target.
- Implement sales and marketing strategies with focus on increasing the market share.
- Prepare monthly and annual sales plan, submit suggestion for the new product based on market conditions and submit suggestions.
- Ensure effective management of stock and stock control system.
- Safeguard and maintain company assets.

McRennett Foods Private Ltd, Chennai, India

(Mar 2012 – May 2016)

SENIOR MANAGER – SALES AND OPERATION

Responsible for effective management of sales functions; inventory control; project management; showroom operations; sales management and team development.



- Monitored operations of showroom; prepared sales records/documents; ensured showroom security and maintenance.
- Guided and mentored staff; drove sales team to achieve sales targets; ensured maximum customer satisfaction.
- Liaised with stakeholders for effective store management.

050 Telecom Company, Dubai

(Jan 2011– Dec 2011)

SALES MANAGER



- Provided excellent and professional level of customer service; implemented the adequate measures in overall functions to improve the customer satisfaction.
- Managed staff by preparing their work schedules, assigning duties, setting targets and guiding sales team to achieve the same.
- Achieved cost reduction and improvement in functions.
- Managed the administrative activities for smooth functioning of showroom.

Nada Dairy Company, Jeddah, Saudi Arabia

(Jan 2010 – Dec 2010)

SALES MANAGER



- Managed 30 Member team; spearheaded business operation up to SAR 40M annually.
- Tapped potential markets for sales; assisted in product promotions; analyze competitor moves.
- Ensured maximum customer satisfaction in retail and wholesale.
- Monitored supply and dispatch of products.
- Checked the quality of products in chillers and checked the chiller induction.
- Involved in merchandiser management, inventory management, vehicle maintenance, staff recruitment and training.

K & I Distribution Services Private Ltd, Chennai, India

(Aug 2008- Dec 2009)

SALES MANAGER



- Led a team of 25 sales persons and managed business generation of INR 2M through the launch of new products.
- Drove sales plan, business development, franchisee management, marketing operations across south India.
- Managed branch administration by ensuring the sales activities is within the budget parameters; organized sales promotion activities like new product launch, display, merchandising and increase of outlets; added new catering segments that improved sales by 25%.

Al Rabie Saudi Foods Ltd, Dammam, Saudi Arabia

(Aug 2006- Jul 2008)

SALES MANAGER



- Registered business generation worth SAR 40M per year.
- Managed the team by administrating the team performance, allocated territories to the sales team, Merchandisers in modern trade, traditional trade, and wholesale.
- Handled business development, modern trade, managing administration & Operation.
- Increased the market share by 20% by developing new markets to focus the product effectively through the distribution network.
- Maximized company revenues by removing the near expire product and converted the regular customers in retail in cash sales van.
- Developed promotion strategies like taste sampling, free samples given to schools and generated ideas for product improvement to increase the business.

Aujan Industries LLC, Dammam, Saudi Arabia

(Jun2003- May 2006)

SENIOR SALES SUPERVISOR



- Liaised with inventory/logistics department for on-time product delivery at customer's end.
- Introduced new A Class Outlets and provided open chillers to increase the sales.
- Surpassed sales targets by 15% and launched new products such as Barbican - Raspberry, Peach, flavors (soft drink), Lipton ice tea - Peach, Raspberry (flavors).
- Appreciated for exemplary contributions from top management; opened new branch in **Hafr-Al -Batin (K.S.A)**.

SALES MANAGER

- Identified new markets/key clients and tapped profitable business opportunities; formulated sales & marketing strategies for achieving sales.
- Managed the Logistics network for seamless flow of products to distributors/end users.
- Appointed new A class distributors and provided them flexible credit terms for boosting sales.
- Surpassed sales by 15%; launched new products such as Cashew, Cardamom & Almonds Biscuits increasing monthly sales.
- Received appreciations from Top Management for excellent performance.

**Personal Details**

Date of Birth : **11th February 1966**
Nationality : **Indian**
Marital Status : **Married**
Passport Details : **S –9879762 Valid up to 03/11/2028, Issued at Chennai, INDIA**
Permanent Address : **Jaya Flats, 28/1 Market Street, Perambur, Chennai-600 011**
GCC License : **Valid Indian & Saudi Arabia Driving License**
Languages Known : **Arabic | English | Hindi | Tamil**