



## MOHAMMED F. ALAM

A result-driven professional targeting assignments in **Sales & Marketing and Business Development** with a growth oriented organization preferably in **Bihar, Bengaluru & Delhi**

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### Profile Summary

- A goal-oriented professional with **over 5 years** of experience in **Sales & Marketing along with Business Development**
- Expertise in conducting **market research** to identify selling possibilities and evaluate customer needs
- Excellence in identifying the performance, skills, knowledge, information and attitude gaps of a targeted audience and create, select and/or suggest learning experiences to fill this gap
- Effective in implementing a comprehensive **go-to-market strategy and plan** that includes positioning, launch strategy, public relations, sales support and partner material
- Rendered Seminar presentation on "Power Generation and Transmission in SIT"
- Managed **ATL, BTL and TTL Marketing** throughout the career span and achieved the organizational goals
- Keen interest in the areas of Channel Sales and Marketing, Sales and Distribution, Business Development with Key Account Managing
- Successfully forecasted periodic sales targets & drove sales initiatives to achieve business goals; managed frontline sales team to achieve them
- Holds skills in **Programming Language, Common Operating Systems, MS Office**(Excel, PowerPoint, Word ), Software proficiency
- In-depth knowledge of controlling difficult clients and getting business out of that and ensuring the availability of stock for sales and demonstrations while participating on behalf of the company in exhibitions or conferences
- Gained knowledge of identifying and networking with **reliable channel partners** resulting in deeper market penetration and reach



### Core Competencies

Territory Sales & Marketing

Project Management

Revenue Expansion/ Sales Analysis

Market Development & Merchandising

Business Development

Stakeholder Management

Customer Acquisition & Retention

Demand Planning

Customer Relationship Management



### Work Experience

Since Apr'2017 with Hawkins Cookers Ltd., Varanasi as Territory Sales Officer



#### Key Result Areas:

- Maintaining fruitful relationships with clients and addressing their needs effectively while generating **Leads**
- Leading top-line growth by driving, improving revenue and developing direct sales methods for a geographical area across **North Bihar and Nepal** to Hawkins Dealers
- Measuring the effectiveness of marketing, advertising & communication programs & strategies
- Conducting competitor analysis by keeping up-to-date of market trends and competitor moves
- Streamlining efforts for attaining short and long-term goals of the company; with help of preparing Marketing & Branding Collaterals
- Retaining **customers' database** to improve tracking, reporting and customer service
- Managing client retention and acquisition by offering excellent services and cost saving solutions
- Understanding client's requirements and tailor-pitch the product portfolio accordingly
- Maximizing customer satisfaction matrices by providing pre & post sale assistance and achieving delivery & quality norms
- Sharing regular feedback on market conditions, competition, pricing and other factors influencing business
- Meeting clients/ customers and cascading product details through presentations and demo to build the **brand awareness** in the market for Hawkins products
- Ensuring collection of accounts receivable/outstanding amount from clients/accounts
- Achieving Sales Target month-on-month and reducing ageing of Accounts Receivable/LOC

#### Highlights:

- Over achieved the **Sales Target on monthly and annual basis** and rewarded with 12 appreciation
- Accomplished 100%+ serviceability across the City with enhanced focus on business and field operations
- Worked with Dealers & Distributors & maintained healthy relationships with them; contributing ~100% of the total business

a certain desired area and raised awareness of other company products

**Feb'2016 to March'2017 with Bharti Airtel, Bengaluru as Customer Relationship Officer**



**Highlights:**

- Sustained relationships with clients as provided support, information, and guidance; researched and recommended new opportunities, profit and service improvements to ensure a continuous flow of sales revenue
- Identified product improvements or new products by remaining current on industry trends, market activities, and competitors
- Supervised the performance of dealers/distributors with key emphasis on achieving revenue targets
- Maintained professional and technical knowledge as attended educational workshops; reviewed professional publications; established personal networks; benchmarked state-of-the-art practices; participated in professional societies
- Prepared reports by analyzing and summarizing information
- Managed operations for achieving increased growth and bottom-line profitability and initiated market development efforts while developing sales strategies and achieving targets
- Brought new business from existing clients or contacts and developed new relationships with potential clients
- Built and maintained healthy business relations with corporate clients, ensured high customer satisfaction matrices by achieving delivery & service quality norms



**Academic Details**

- **Electrical Engineering** from Silguero Institute of Technology, Silguero in 2015 with 7.95 DGPA
- **12<sup>th</sup>** from BSEB Board in 2011 with 68.8%
- **10<sup>th</sup>** from BSEB Board in 2009 with 72%



**Personal Details**

- **Date of Birth:** 05<sup>th</sup> January 1992
- **Languages Known:** English, Hindi, Bengali & Urdu
- **Address:** Village: Samba PO Hat war, Kisangani, Bihar - 733209