

SHAH FAISAL

E-Mail: shahpromoter@gmail.com

Mobile: +91-7503562451



PROFILE SUMMARY

Middle level positions in Sales, Business Development, Strategic Planning, Channel Management, Key Account Management, Marketing with leading organisations

- ✦ MBA (Marketing) with **5 years** of experience in Sales Management & Marketing, Business Development, Channel, Key Account Management and Team Management with well-known organisations.
- ✦ Currently working with **Earthempire Realcon Pvt. Ltd. as Manager – Sales & Marketing.**
- ✦ A proactive planner with abilities in devising effective strategies for augmenting business, identifying and penetrating new market segments, promoting products for business excellence.
- ✦ Demonstrated excellence in successfully executing various promotional projects in the assigned regions. Proven performer with an excellent track record in sales across assignments.
- ✦ An enterprising leader with strong analytical, problem solving & organisational abilities.
- ✦ Personnel with strong commercial acumen, sound knowledge and practical experience of business processes and procedures.

AREAS OF EXPERTISE

Strategic Planning:

- ⇒ Conceptualising & implementing sales, marketing & communication strategies for product lines, corporate image, etc. to build consumer preference & achieve organisational targets.
- ⇒ Formulating marketing budgets and ensuring adherence to planned expenses.
- ⇒ Reviewing the market movement on a regular basis and refurbishing plans if necessary with a view to optimize returns.
- ⇒ Strategic Planning for Conversion of Client meeting to direct business of the organization.

Sales & Marketing:

- ⇒ Forecasting periodic sales targets & driving sales initiatives to achieve business goals. Managing frontline sales team to achieve them.
- ⇒ Conducting competitor analysis by keeping abreast of market trends & competitor moves to achieve market share metrics.
- ⇒ Implementing promotional activities in coordination with external agencies to spearhead product launch, brand promotion and event management initiatives.
- ⇒ Managing collections to ensure nil outstanding.

Business Development:

- ⇒ Building and maintaining healthy business relations with major clientele, ensuring maximum customer satisfaction by achieving delivery & quality norms.
- ⇒ Analysing business potential, conceptualising & executing strategies to drive sales, augmenting turnover and achieving desired targets.

- ⇒ Monitoring competitor activities and devising effective counter measures.
- ⇒ Identifying, qualifying and pursuing business opportunities through market surveys and mapping as per targeted plans as well as through lead generation.

Team Management:

- ⇒ Managing the gamut of tasks including manpower planning, recruitment, induction and training of Sales Team.
- ⇒ Creating an environment that sustains and encourage high performance; motivating teams in optimising their contribution levels.

CAREER HIGHLIGHTS

Since Sep 2013 with Earthempire Realcon Pvt. Ltd. Noida as Manager – Sales & Marketing.

Accountabilities:

- ⇒ Leading and motivating a team for the business.
- ⇒ Creating fresh relationships with new Clients and regularly negotiating existing payout structures to increase profitability.
- ⇒ Ensuring profitability, sustaining P&L which is highly profitable both for the company and self.
- ⇒ Sustaining high growth of sale.

Highlights:

- ⇒ Achieved Revenue & Profit Targets by 100% on regular basis.
- ⇒ Time Attendance which resulted revenue growth.

July 2011 – August 2013 with Green Rebuild Pvt. Ltd. as Manager-Business Development.

Accountabilities:

- ⇒ Creating fresh relationships with the clients and regularly negotiating existing payout structures to increase profitability.
- ⇒ Increasing sales and continuous book building keeping in mind profitability with cross sell.

Highlights:

- ⇒ Achieved Highest Selling Award.
- ⇒ Achieved highest selling revenues during the tenure.

SEMINARS & TRAINING

- ⇒ Seminar conducted by G L Bajaj Institute Greater Noida on Small & Medium Enterprises.
- ⇒ Training on comparative study between Easy day & Big Bazar.
- ⇒ Training on Service provided by salesman of Coca-Cola to the Retailer in Muzaffarnagar.

SCHOLASTICS

Master of Business Administration
(2012)

Uttar Pradesh Technical University Lucknow

Bachelor of Business Administration
(2007)

CCS University Meerut

PERSONAL DOSSIER

Date of Birth : 02nd January 1991

Address : B 7, Abul Fazal Enclave, Jamia Nagar, Okhla, New Delhi – 110025

Linguistic Abilities : English, Hindi Urdu & Arabic