

# SOYAB QURESHI

## Sales Manager



Experienced Sales Manager with over a decade of hands-on experience in field, retail, and customer service management. Strong strategic planning and execution skills, with a history of successfully leading teams to meet and exceed sales objectives. Committed to fostering a collaborative and high-energy work environment, and eager to apply skills in a globally-minded company.

### Connect Me



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### Skills



Microsoft Office



Adobe Photoshop



Adobe Illustrator



Adobe Premier Pro



Google Sketchup



<Html>



#Css



JavaScript{}

### Interest



Cooking



Networking



Travelling

### Qualifications

- **MBA in Hospitality and Tourism Management - 2012**  
London School of Education & Management.
- **B.Sc Hotel Management & Catering Operations - 2009**  
Rizvi College of Hotel Management.
- **Diploma in Hotel Management - 2009**  
Rizvi College of Hotel Management
- **Higher Secondary School - 2005**  
Rizvi College of Arts, Science & Commerce.
- **Secondary School - 2002**  
ST. Michael's High School.

### Other Qualifications

- **Digital Marketing - 2022**  
Google Learn Digital
- **Airline Diploma - 2008**  
Kouni Academy of Travel
- **Certified Nutrition Adviser - 2014**  
Neulife Nutrition System Pvt. Ltd
- **MS Office - 2003**  
UWC Trust

## Work Experience

### **Trickfit Nutrition (2024 - Present)**

#### **Business Development Manager**

*Chain of outlets which caters it's own and other sports nutritional brands.*

#### *Key Responsibilities:*

- Managed a portfolio of its retail outlets across a designated region, encompassing diverse geographic locations and customer demographics.
- Directed all aspects of store operations, including sales performance, inventory management, staffing, and customer service initiatives, consistently achieving or surpassing KPIs and sales targets.
- Implemented inventory management best practices, resulting in a significant reduction in stock shrinkage and improved inventory turnover rates across all outlets.
- Developed and fostered strong relationships with landlords, suppliers, and other external stakeholders to negotiate favourable lease agreements, secure promotional opportunities, and ensure timely delivery of goods and services.
- Implemented standardized operational procedures and performance metrics to monitor and evaluate store performance, identifying areas for improvement and implementing corrective actions as needed.
- Streamlined administrative processes, such as payroll management and expense tracking, to improve efficiency and reduce overhead costs while maintaining compliance with company policies and regulations.
- Formulate and execute effective sales strategies to target B2B clients, ensuring alignment with overall business objectives.
- Travell in other cities to foster the sale of home brands
- Provide feedback to internal teams based on client interactions to drive product and service improvements.

### **Buyceps Nutrition (2022 - 2024)**

#### **Business Sales Manager**

*Manufacturer and dealers in multiple sports nutritional brands.*

#### *Key Responsibilities:*

- Developed and maintained strong relationships with key accounts, resulting in repeat business and referrals.
- Cultivate strong relationships with key stakeholders, including distributors, retailers, and strategic partners, to drive business growth and enhance brand visibility.
- Provided product demonstrations to clients, ensuring optimal product utilization and customer satisfaction.
- Collaborated with internal teams to resolve customer issues and address product-related concerns in a timely manner.
- Actively participated in trade shows, industry conferences, and networking events to promote company products and services.
- Develop and execute comprehensive sales plans to penetrate new markets and expand existing client base.

- Analyse market trends, competitor activities, and customer feedback to identify opportunities for product development and improvement.

### **HealthFarm Nutrition (2021 - 2022)**

#### **Key Account Sales Manager**

*Manufacturer of nutritional supplements, organic herbs, multi-vitamins, performance clothing, and accessories.*

#### *Key Responsibilities:*

- Working with RSM in order to achieve key sales through managing of multiple distributors.
- Ensures that brand integrity and business model of ethical fair dealings with existing and targeted accounts is followed.
- Develops promotional strategy for an area in conjunction with marketing support.
- Recommends and implements sales strategies for improvement based on market research and competitor analyses.
- Deliver sales, distribution and merchandising goals at all accounts as needed.
- Identifies and resolves problems in a timely manner, gathers and analyses information skilfully.
- Developed strong Industrial network by widely travelled across city.
- Prepare regular reports of progress.

### **Bigflex Lifescience Pvt. Ltd. (2020 - 2021)**

#### **Online Sales Manager**

*Bigflex is a sports nutrition and nutraceutical brand for people who desire to lead an active and healthy lifestyle.*

As a Online Sales Manager, I identify and secure potential clients through cold-calling, emailing, and direct meetings, while maintaining productive relationships with B2B clients through regular visits. I coordinate with logistics, marketing, finance, and delivery departments to ensure smooth sales operations and timely report completion. I assist customers in selecting the right products, addressing their feedback and queries effectively.

### **Rikin Nutritional Supplements (2017-2019)**

#### **Branch Manager**

*It's a series of stores which deals in nutritional products.*

My core responsibilities were to take routine inventory counts, creating diet plans for customers, visiting gyms for product sampling, creating promotional material for social media, and achieving store sales targets set by the Owner.

### **Neulife Nutrition Pvt Ltd (2014-2017)**

#### **Store Manager**

*It's a chain of stores which supplies and manufacture sports nutritional supplements.*

My key responsibilities over there were to largely ensure the correct products and services are delivered to customers in a timely manner, serve as the link of communication between key customers and internal teams, prepare regular reports of progress and forecasts to internal and external stakeholders & was reporting to Regional Sales Manager.