mohd. faisal

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KEY SKILL

SALES, MARKETING, BUSINESS DEVELOPMENT, PLANNING, KEY ACCOUNT MANAGEMENT, CHANNEL MANAGEMENT,POJECT SALES , INSTITUTIONAL SALES BUDGETING, TEAM MANAGEMENT, EPC TENDERING, ORDER BOOKING, PRICE NEGOTIATION, ORDER PROCESSING .

##### Professional Experience

**Company Name : Glowmac Lighting Pvt Ltd. June 2015**

**Designation : Manager - Sales & Marketing**

**Products : LED LIGHT INDOOR & OUTDOOR TYPE AND DECORATIVE LIGHT** (Spot Light ,LED LAMP, LED TUBE LIGHT, PANEL LIGHT,DOWN LIGHT, SURFACE MOUNTED LIGHT, CEILING LIGHT,COB ,FLOOD LIGHT, STREET LIGHT ETC. )

**Job Profile :**

**Role:** To achieve sales targets in the assigned territory by leading a team of asst. managers and sales executives.   
  
**Sales & Marketing**

* Coordinate with Asst. manager for planning sales plan for the region based on the l targets set.
* Responsible for breaking down the sales plan into territorial operational plan. To translate these sales forecast into operational monthly plans.
* Manage the sales  network of distributors and company depot in given territory.
* Responsible for achieving budgeted sales and distribution targets set by the Company for primary and secondary sales for the assigned territories on monthly/quarterly/annual basis.
* Maintain sales reports on daily basis as per the set format
* Responsible for providing support in various marketing efforts for the promotion of products and brands in the assigned area.
* Identify the retailers and do filed visit on daily basis as per the region allotted.
* Achieve target as per the goal and timelines set . Also work in tandom as per the business/ organization requirement.
* Update on daily basis regarding the progress and make journey plan / reports as per the set process and format.  
    
  **Key Account Management**
* Identify key retailers who add the most value/profit to your organization. These customers should receive specially attention and long term relationships should be developed .
* Determine the retailers needs and identify preliminary ways that the company products/service's can be modified to meet the customers' needs.

**People Management**

* Set sales representatives evaluation criteria, motivate and evaluate sales force.
* To timely measure the performance of personnel with regard to the set evaluation parameters- sales management performance assessments and sales performance metrics.
* To determine methods for motivating the sales force such as contests, recognition, achievable but challenging goals, sales meetings with representatives participation.  
    
  **Channel Management**
* Managing and monitoring channel sales performance (Distributor/Wholesale/Retail sales).
* Understand and track current performance of distribution segments and customers.
* Improving the dealer & distribution network through monitoring performance and supporting all promotional campaigns.
* Manage the marketplace, monitor the Distribution Presence and expand in prospective areas where required. To appoint distributor for un-represented areas after analyzing the sales potential in that area.

**Company Name : Olikara Lighting Towers Pvt Ltd . Oct 2012 –May2015**

**Designation : Manager –Sales & Marketing**

**Company Profile :** Established in the year 2010, we, **Olikara Lighting Towers Pvt. Ltd.**, are an eminent **Manufacturer, Supplier and Exporter** of a remarkable range of **Luminaries, Mobile Lighting Towers, Portable Lighting Towers, and Standalone Task Lighting Towers**.

**Job Profile :**

* Responsible for sales and marketing of Portable lighting tower  **with support of dealers & direct marketing.**
* Generate leads for products and services as well as maintain and update customer databases.
* Develop and execute strategies and deliver excellent sales and after-sales services to maximize sales, customer satisfaction and retention.
* Attend to customers’ queries and provide appropriate solutions.
* Communicate to rest of the marketing team about new innovations and how they can be used to leverage marketing efforts and monitoring competitor activity.
* To support the overall marketing objectives of the company both externally and internally.
* Specifying market requirements for current and future by conducting market research supported by on-going visits to customers and non-customers
* Responsible for overlooking the business development operations of the Corporate Office against the set targets

**Current Company: Gyro laboratories Pvt. Ltd**

**Designation : Manager – Sales & Marketing April 2008 –Sept2012**

**Sr Executive Sale & Marketing Feb 2007 –March 2008**

**Company Profile: -**   
The Company is one of the leading manufacturers of Instrument Transformers & Testing equipment since 1953 .

**Job Profile:**

* Generate leads for products and services as well as maintain and update customer databases.
* Develop and execute strategies and deliver excellent sales and after-sales services to maximize sales, customer satisfaction and retention.
* Attend to customers’ queries and provide appropriate solutions.
* Communicate to rest of the marketing team about new innovations and how they can be used to leverage marketing efforts and monitoring competitor activity.
* Creating brand image of the business in Indian as well as international market.
* Perform market research to assess viability of potential products (in our basket) and measure success of the recent Strategy implemented.
* To support the overall marketing objectives of the company both externally and internally.
* Supervision , Monitoring the work and delivering the work as per plan
* Visit to customers **(Contractor, Government, Semi-Government, Industries, and Power Plant) for** Techno-Commercial Discussion.
* Develop Business with State Electricity Board and private parties
* Responsible for overlooking the business development operations from the Corporate Office against the set targets.
* Preparation of weekly and monthly Activity Reports and plan

**Company**  : **ADVENT ENGINEERS”**

**Designation: Marketing Executive June 06-Jan 07**

##### Job profile:

* Handling Distribution of overhead & underground line up to 33kv.
* Handle Complete Project tendering activities starting from gathering Tender information from various sources, collecting offers from Suppliers for various items involved in the tender.
* Handling all parts of sales and marketing Transformer, CT& PT, Cubical.
* Maintain Relation with Electricity Board and private parties
* Handling Installation of the substation
* Commissioning of CT-PT metering unit & Transformer up to 132 KV.
* Support engineers for obtaining various costs of the projects.
* Knowledge of preparation of financial model in excess.
* Prepared presentation on various activities of project, activities of business development team.

##### Academic qualification:

* B.Tech (Electrical Engineering) with aggregate of 68.02%
* Passed Intermediate from up board.
* Passed high school from up board

##### Skills:

***Computer Applications*** *–*

* Certificate in the Essentials Of **Software Testing.**
* MS Word, MS PowerPoint, MS Excel, MS Project,

**PERSONAL DETAILS**

Name : Mohd. Faisal

Date of Birth : 23 July 1983

Passport number : H0181466

Father’s Name : Mr. Jameel Ahmed

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**Date: MOHD.FAISAL**