

NAVEEN PAPPACHAN

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UAE Valid Driving License No: 3 and 6.



OBJECTIVE:

I seek to work in an environment, where in I can make use of my professional skills, for the growth of the organization. An accomplished and result-oriented professional offering 11years of versatile experience and full responsibility for sales and marketing. Which I have spent in gaining practical knowledge in the field of sales can also prove to be of great advantage to the company. A part from this, my interpersonal skills can prove to play a big role in the growth of your organization.

CORE COMPETENCIES

- * Business Development
- * New Market Development
- * Product Promotion / Launch
- * Target Marketing & Penetration
- * Business Strategy Execution
- * Networking & Distribution Building
- * Territory Growth/Development
- * Competitive Sales Analysis
- * Team Training/Supervision Skills
- * Interpersonal & Communication Skills

BRIEF CAREER OUTLINE

Sales Executive (From 23-06-2021 to Still Working
-) Trans Globe Food DWC L.L.C , Dubai, UAE

Sales Representative (1.8.2010-20.2.2021)
Mars Gulf General Trading LLC (Sole Distributor of Master Foods, Mars) Dubai,
UAE

Sales Representative (2005-2010)
Union Beverages Factory. (Sole Agency of Maaza Mango Juice) Dubai,
UAE

EDUCATION

Diploma In Electronics From Balanagar Technical
Institute, Kerala.

Computer Hardware and Networking Course Completed
by Accel IT Academy

Pre-degree from M.G University.

S.S.L.C Board of Secondary Education,
Kerala.

Computer Skills

- ✓ MS Office
- ✓ Internet
- ✓ Email Applications

EXPERIENCE HIGHLIGHTS

- ❖ Effectively using Client Relationship Management to expand recurring business.
- ❖ Improving Customer service based on client feedback through the development of new policies and procedures.
- ❖ Addressing Customer concerns & queries and resolving their complaints.
- ❖ Formulating strategies for establishment and expansion of business, restructuring the business models to ensure profitability
- ❖ Through aggressive business development strategies, enhancing brand visibility and accelerating business growth.
- ❖ Overseeing the sales and marketing operations, analyzing and developing new markets to drive volumes resulting in business growth.
- ❖ Driving sales efforts involving effective promotional activities, product awareness with high potential clients for growth and profitability.
- ❖ Conducting detailed market study to analyze the latest market trends and tracking competitor activities and providing valuable inputs for fine tuning the selling and the marketing strategies.
- ❖ Coordinating with warehouse for stock movement both inward & outward.
- ❖ Ensuring that all departments maintain optimum stock levels through an efficient ordering system.
- ❖ Setting up attractive displays in the key locations to enhance the product off take.
- ❖ Coordinate with merchandisers for replenishments, removal of non-moving stock and implementation of schemes.
- ❖ Displaying the products according to the FIFO basis.
- ❖ Keep track of selling and non-selling items & slow and fast movers.
- ❖ Ensure timely replenishment of stocks to maintain optimum stocks in all sections.
- ❖ Implementing the visibility agreements and retain the shelf space agreed all the time.

PROFESSIONAL ACCOMPLISHMENTS

- ❖ Build the company's product presence (Mars products) in assigned area of lower trade by analyzing opportunities and developing goals accordingly.
- ❖ Handled the B & C class outlets in UAE.
- ❖ Take care of business development, order execution, price negotiations and effective follow up with clients for payments.
- ❖ Closely monitor competitor activity in the market and achieve period sales targets.
- ❖ Training new sales recruits, which include field training, creating journey plans, stock management in vans, in store sales presentation, objection handling, positive closing.

- ❖ Visit the client site, premises to encourage the customer make suitable decision on purchase and boost the company's reputation and sales.
- ❖ Build the company's product presence in assigned area of lower trade by analyzing opportunities and developing goals accordingly.
- ❖ Maintain customer profile, record competitor activities, update and strictly implement coverage plan.
- ❖ Instrumental in rolling out the CSS operations in co-ordination with CSS administrators.
- ❖ Played significant role in reducing trade expiries across the assigned territory.
- ❖ Displayed competency by developing show blocks across the A class outlets.
- ❖ Improved the confectionary number of lines in the B class outlets.
- ❖ Demonstrated ability by deploying 100 assets in the trade.

PROFESSIONAL TRAINING

- ❖ Sales basics & Fundamentals by Gulf Food.
- ❖ Customer service skills by Alliance management consultancy.
- ❖ Interpersonal Savvy by Corner stone training solutions.
- ❖ Negotiation skills by Master Food.
- ❖ Training on merchandising principles by Gulf Food.
- ❖ Communication skills by Master Food.
- ❖ Objection Handling & Closing the sales by Master Food.
- ❖ Category management training by Gulf Food.
- ❖ Usage of Hand Held Terminal for daily sales reports & invoicing by Gulf Food.

• **Personal Information**

- Nationality Indian
- Marital Stat Married
- D.O.B 11-12-78
- Religion Christian
- **Languages Known:**
- Hindi
- English
- Basic Arabic
- Malayalam (Mother Tongue)

• **PASSPORT & VISA DETAIL**

- Passport # : U0385223
- Exp. Date : 15-11-2030
- Visa Status : Employment
- Exp. Date : 27-01-2022
- Emirates ID
#:784197836846275

Reference will be furnished upon request

Hope my experience & education meet your company employment criteria. Waiting your early response & kind consideration.....