

REJO THANKACHEN



Contact Details:

Mobile: +973 33364373

E-mail:rejobahrain@gmail.com

Personal Particulars :

Nationality : Indian

Gender : Male

Date of Birth : 01 - 06 - 1977

CPR No : 770630715

Religion : Christian

No. of Dependents : Three

Driving License : Valid Bahrain and

Indian License

Languages Known :

English, Arabic, Hindi and

Malayalam.

Professional Achievements:

- **Master Degree in Commerce**

(M.G University)

Career Profile

Sales Executive professional with more than ten years and Sales Coordinator with more than seven years combined experiences in sales and Marketing roles for the trading companies, skilled in leading sales team to penetrate new markets with latest products to achieve sales goals.

Summary:

Managerial position in Sales and Marketing wherein education, experience and skills can be efficiently utilized to increase the sales volume and profitability of the firm. Build a strong distribution network for achieving greater market development by fulfilling the following underlying functions:

- ✓ *Leading sales teams to achieve sales objectives.*
- ✓ *Identifying potential customers in the market.*
- ✓ *Negotiating the terms of an agreement and closing sales;*
- ✓ *Comparing products and their substitutes based on a range of criteria.*
- ✓ *Managing the firm's sales budget and costs – Estimating costs involved.*
- ✓ *Obtain an executive sales/marketing management position in a growth-oriented company.*
- ✓ *Utilize business development/sales skills at a progressive organization where these skills can make a significant impact on the bottom line.*
- ✓ *Obtain a position that will enable use of strong sales skills, marketing background and abilities to work well with co-workers and clients.*
- ✓ *Use sales and marketing-oriented skills in the best possible way to achieve the company's sales goals.*

* Bachelor of Commerce
(M.G University)

Certifications

- DCA from APTECH Computers.
- DCH from APTECH Computers.

Diploma in Computer Hardware

• Passport Details

Passport No : N5200107

Date of Issue : 23-06-2016

Date of Expiry : 22-06-2026

Place of Issue : BAHRAIN

Key Skills

Strategy Planning

Sales & Marketing

Business Development

 **Business Development**

Brand Management

Profit Centre Operations

Competitive Analysis

Performance Improvement

Relationship Management

Team Management

WORK EXPERIENCE

Sep 2017 – to till date

Delmon Building Materials, Mohammed Jalal Group

Sales Manager

- ✓ Conducted market study and found the gap for new products - to know the market and competitors.
- ✓ Determine a market strategy to find the best channels to reach the end users. Such as social media, brochures, Display Boards etc.....
- ✓ Tested the product and overall approach. – Used support of various clients.
- ✓ Conducting market campaign to employ - both advertising and public relations to maximize the impact of product launch.
- ✓ Enquired about the shelf life of the product and similar products. Represented the firm at sales shows and exhibitions.
- ✓ Represented the firm at sales shows and exhibitions.
- ✓ Negotiating the terms of an agreement and closing sales through proper documentation.
- ✓ Communicated with clients and merchants to improve and develop business relationships cordially, in addition to maintaining constant follow-up on their feedback.
- ✓ Reviewed entire inventory lists on a daily basis to keep track of inventory flow.
- ✓ Identified resource requirements and assigned responsibilities to different sales staff through proper coordination.
- ✓ Helped in resolving critical issues related to sales, and escalated important matters to upper management.
- ✓ Prepared client surveys for sales projects – Evaluated several areas of improvements in current sales techniques.
- ✓ Helping with several management functions to support sales functions.

Jan 2014 – 2017

Yousif Hassan Ali & Sons, Bahrain

Skills on route :

Strategic Business Planning:

Establishing corporate strategies for achievement of topline & bottom-line targets.

Sales & Marketing: *Managing sales and marketing operations, ensuring accomplishment of set business targets, meeting the ever-increasing competition from organised and unorganised structures.*

Business Development: *Formulating strategies & reaching out to the unexplored market segments/customer groups for business expansion by organising campaign and developing grass root sales network.*

Sales Incharge.

Area Covered.

- ✓ *Listening to customer requirements and presenting appropriately to make a sale;*
- ✓ *Maintaining and developing relationships with existing customers in person and via telephone calls and emails;*
- ✓ *Cold calling to arrange meetings with potential customers to prospect for new business;*
- ✓ *Responding to incoming email and phone enquiries;*
- ✓ *Acting as a contact between a company and its existing and potential markets;*
- ✓ *Negotiating the terms of an agreement and closing sales;*
- ✓ *Gathering market and customer information;*
- ✓ *Representing the company at trade exhibitions, events and demonstrations;*
- ✓ *Negotiating on price, costs, delivery and specifications with buyers and managers;*
- ✓ *Challenging any objections with a view to getting the customer to buy;*
- ✓ *Advising on forthcoming product developments and discussing special promotions;*
- ✓ *Creating detailed proposal documents, often as part of a formal bidding process which is largely dictated by the prospective customer;*
- ✓ *Liaising with suppliers to check the progress of existing orders;*
- ✓ *Checking the quantities of goods on display and in stock;*
- ✓ *Attending team meetings and sharing best practice with colleagues.*

***Jan 2004 - 2013
Yousif Hassan Ali & Sons, Bahrain***

Sales Executive

Channel Management: Identifying & developing business partners for achieving business volumes consistently and profitably.

Relationship Management: Mapping client's requirements & providing best products to suit their requirements backed up by prompt after sales service; generating business from existing accounts and achieving profitability & sales growth. Building and maintaining healthy business relations with major corporate & institutional clients, ensuring maximum customer satisfaction in a demonstrative manner.

Team Management: Providing direction, motivation & training to the field sales team for ensuring optimum performance for all operational sales related issues.

Computer Proficiency :

- ✓ Respond quickly and efficiently to all incoming calls for information.
- ✓ Ensure that all incoming emails are replied to in a prompt fashion and with pertinent information.
- ✓ Prepare proposals for new and existing customers and facilitate showing of facilities and services.
- ✓ Contract bookings and assist sales consultants in the execution of sales processes.
- ✓ Generate lists of prospects and contact them by following standard operating procedures.
- ✓ Coordinate and execute sales and service events.
- ✓ Prepare sales related documents such as contracts and event orders.
- ✓ Promote awareness of company's brand image.
- ✓ Contact customers, make appointments and relay information to designated sales personnel.
- ✓ Ensure customer satisfaction by accurately processing order.
- ✓ Collaborate with other departments to ensure that any issues are handled immediately.
- ✓ Maintain sales records and prepare sales activity reports Record progress of all customer inquiries.
- ✓ Encourage repeat business by networking with existing customers.
- ✓ Provide input and ideas into marketing initiatives and assist in monitoring responses.
- ✓ Assist in actualizing marketing strategies and maintain business communication with customers.
- ✓ Communicate with distributors and company representatives to resolve queries aimed at business practices.

2001 – 2004
Ideal Infotech - Kerala

Ideal infotech is a professional web designing & development company based in Baroda, India, offering affordable web design solutions for the customers across the world. Company committed to deliver high quality web solutions by using latest technology and our vast experience.

- **Microsoft**

Proficient in Microsoft Office 2010, 2007, 2003

- ✓ *Sales Executive Managing and training a hardworking, results-oriented sales force. Helping with several management functions to support sales functions.*
- ✓ *Represented the firm at sales shows and exhibitions.*
- ✓ *Communicated with clients and merchants to improve and develop business relationships cordially, in addition to maintaining constant follow-up on their feedback.*
- ✓ *Reviewed entire inventory lists on a daily basis to keep track of inventory flow.*
- ✓ *Identified resource requirements and assigned responsibilities to different sales staff through proper coordination.*
- ✓ *Helped in resolving critical issues related to sales, and escalated important matters to upper management.*
- ✓ *Prepared client surveys for sales projects – Evaluated several areas of improvements in current sales techniques.*

Declaration.

I do here by declare that the above written particulars are true to the best of my knowledge and belief.

DATE : 24/09/20

REJO THANKACHAN