

USMAN RIAZ

CAREER SUMMARY

- High performing sales professional with **10+ years** of experience in diverse environments and an outstanding record of performance in sales roles for building customer trust and working with food and beverages industry.
- Proven track record of exceeding targets, driving sales process from plan to close, and developing strategic relationships to expand company outreach.
- Leveraged strong knowledge of system & operation analysis to formulate strategies and drive growth.

SKILLS

- Lead generation, closing deals, negotiation.
- System and operation analysis
- Sales planning and forecasting
- Customer service etiquette
- Contract/Price Negotiation
- Training and coaching
- Excellent problem-solving skills
- Outstanding analytical skills
- Key account management/retention
- Profit and loss management.
- Sales and business development
- Excellent interpersonal & communication skills
- Excellent team playing skills.

WORK HISTORY

HEALTH WATER BOTTLING CO. KSA

Role: Sales Supervisor (Modern Trade)

(05/13 – Present)

Responsibilities: *Managed multiple Modern Trade for **West Region KSA**.*

- Managed multiple Modern Trade (West Region KSA) without compromising on quality of services.
- Deal with all the offices of the Modern Trade – negotiating, signing long & short-term agreements, new launches, price change and promotions.
- Developed and maintained long term strategic relationships with high volume clients and gathered and reported feedback on service, technology, and product delivery.
- Effectively carried out research on Modern Trade customer needs and market trends to help gain mileage in the market.
- Acted as point of contact (POC) with Modern Trade and internal teams and ensured timely deliveries.
- Measured, tracked, and analyzed key account metrics and sales figures to create reports for feedback to salesmanager & key accounts manager.
- Provided excellent customer service by interacting, understanding the issue, and offering solutions and support.
- Successfully hunted for new clients and increased as well as retained customers from competitors.
- Kept abreast with market trends and market, industry best practices to improve marketing strategies.
- Recruited and trained new sales representatives on use of POS materials & giveaways to meet sales targets.
- Formulated daily visit plans for team and went on regular market visits to interact with clients.
- Led, planned, and guided the team in fieldwork like ordering, types of displays and building customer relations.
- Prepared planograms of individual outlets to enhance the professional image of the company.
- Initiated the program for tasting and sampling, in collaboration with the marketing department, to approach to the consumer directly.
- Assisted the Modern Trade Manager in planning, policy making, forecasting and recruitment to achieve objectives and to maintain ISO 22000:2008 Standards.

PUNJAB BEVERAGES CO. PVT LTD FAISALABAD

Role: Territory Sales Manager

(03/12 - 04/13)

Responsibilities: *Managed sales and acquired new customers while meeting targets.*

- Prepared rental agreement with key accounts customer and maintain accurate records.
- Visited market on daily basis to achieve targets.
- Reviewed sales performance and created sales forecasts.
- Created reviews and reports with sales and financial data.
- Demonstrated and presented products to establish new business.
- Utilized market visits, cold calling, meetings, networking, social media etc. to drive sales.
- Effectively carried out market research and monitored competitor strategies in market through trade exhibitions, meetings, market visits and conferences.
- Formulated pricing policies on merchandise according to profitability requirements.

OVERVIEW OF TOOLS

- SAP
- HHT (Mirna)
- ERP
- MS Office

EDUCATIONAL QUALIFICATION

- MBA (Sales & Marketing) from COMSATS institute of information Technology in Oct 2011.
CGPA: 3.21
- B. Com from Punjab University Lahore in Aug 2008.

PERSONAL PROFILE

Date of birth: 05.05.1987

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Languages Known: English, Arabic, Urdu

DECLARATION

I hereby declare that above particulars of information and facts stated are true, correct, and complete to the best of my knowledge and belief.

Usman Riaz