



PRIJESH PHILIP POOZHICALA

PHONE: +918281844728

E-mail: prijeshphilippoozhikala@gmail.com

Area Sales Executive – Kannur & Kasaragod

PROFESSIONAL SYNOPSIS

- 5+ years of experience in the areas of Customer relationship management and Business Development in B2B market and Direct Marketing.
- Significant experience in working with customers, sales managers and different dealers for securing & executing the sales.
- Motivated and enthusiastic about developing and maintaining good relationship with customers and end users.
- An effective communicator with good presentation skills.
- Always available for the customer in the market.

AREAS OF EXPERTISE

Business Development

- Developing marketing plans designed to assure achievement of agreed to volume, market share and profit objectives.
- Managing sales & marketing operations; implementing sales promotional activities as a part of brand building and market development effort.
- Giving effective presentations for generating sales, developing & expanding market share towards the achievement of revenue & profitability targets.

Key Account Management

- Mapping client's requirements and providing them customized business solutions through new proposals, presentations and demonstrations.
- Identifying and networking with prospective clients, generating business from the existing accounts and achieving profitability and increased sales growth.

K.L. Foods Pvt Ltd, Sales Executive, October 2017 – Present

The company deals with bakery products in the northern Kerala regions of Kannur and Kasargod.

The organisation is responsible of manufacturing different baking products such as Breads, Sweet rolls, rusks ext...

Assigned Role:

- Building instant rapport and cultivate business relationship among the customers and demonstrate success in business to business sales. Known for the ability to improve profitability and generate significant growth.

Key Skills:

- Consultative Selling
- Product Presentation
- Customer Retention
- Sales/Technical Training
- Closing Techniques

Responsibility:

- Prepare market visit and consumption reports on a timely manner.
- Assist in the evaluation process through making sales forecasting, to collect competitor in a market, promote & launch, new product ideas.
- Meeting sales targets.
- Advising customer about delivery schedules and after- sales service.
- Giving feedback on sales trends.

ARCATI STAR TRADING LL , Sales Executive August 2015 - 2017

Arcati is a company specializing in providing innovative business promotional products, design/print solutions & corporate clothing in UAE market and some gulf regions.

Key Deliverables:

- Identify prospective customers and meeting them, and generating leads though cold calls, prepare quotation and close the business deal.

Assigned Roles:

- Creating and maintaining channel partners to develop the sales and marketing of the products and services offered by the company and to increase sales by direct marketing.

Responsibility

- Conduct market research to identify selling possibilities and evaluate customer needs.
- Actively seek out new sales opportunities through cold calling, networking and social media.
- Set up meetings with potential clients and listen to their wishes and concerns.
- Prepare and deliver appropriate presentations on products/ services
- Update Daily Report and reviews with Sales Manager and Marketing Head Sourcing products.
- Provide customers with quotations.
- Negotiate the terms of an agreement and close sales and plays important role customer satisfaction and customer retention.

Zeba Labs System Pvt Ltd , Cochin, India , Sales Executive – Feb'2014 – March 2015

Zeba Labs System Pvt. Ltd one of the best Manufacturer of laboratory furniture and interior decoration in India has a decade of expertise in the laboratory engineering with reputed domestic and international clients. Our working culture based on customized products for any laboratory firms.

Key Deliverables:

- Developed and maintaining business relationships with well-known Research institutions, Educational institutions and Hospitals.

Assigned Roles:

- Creating and maintaining channel partners to develop the sales and marketing of the products and services offered by the company and to increase sales by direct marketing.

Significant Duties:

- Selling Laboratory Furniture, Fume hood and Safety equipment to business houses and educational institutions.
- Maintaining the relationship with the existing customer.
- Developing new channels to source a good flow of business.
- Ensuring all time support to the customers.
- Providing channels with proper training in sales, technical and troubleshooting aspects.
- Updating competitive product knowledge for comparison and to convert customers.

We4solutions.Pvt.Ltd, Kerala, India Sales Coordinator - June 2011 to Feb' 2014

We4solution provides IT solutions to the region and a leading organization in Computer Accessories.

Significant Duties:

- Suspecting through cold calls in open markets and offices.
- Converting prospects to customers and giving them proper after sales service.

Academic Background

- ❖ MBA from Calicut University in 2011
- ❖ B.A from Mangalore University in 2009

IT Knowledge

- MS Office applications
- Tally

Personal Information

Date of Birth : 30/12/1985
Address : Poozhikalayil H, Rajapuram PO, Kanhagad, Kasaragod
Driving licence : LMV, M/C with gear
Languages Known : English, Malayalam, Hindi and Tamil

Declaration

I solemnly declare that all the above information to the best of my knowledge and belief.

Date :

Place :

(Priyesh Philip)