

# Vinayak Unnikrishnan

vinu\_uk90@hotmail.com | 00974-70356050 | Doha Qatar

## PERSONAL SUMMARY

An ambitious, highly motivated and energetic sales executive with excellent marketing and business development skills. Experience of managing sales and merchandising for established retail outlets, franchises and international brands. A results orientated professional with a proven ability to get results, generate revenue, improve service as well as reduce costs. Over 06 years marketing experience of working in competitive industries and successfully identifying, developing and managing new business opportunities within these markets.

## CAREER HISTORY

### **SALES EXECUTIVE – Gulf Services & Industrial Supplies Co. LLC (Oman)**

July 2008 – July 2010

**Products:** Makita, ABC Air Compressor, Calpeda Pumps, Mega Trolley Jack, North Safety Products, Everest Tools, Werner Ladders and Helvi Welding Machine.

Responsible for marketing a wide range of the company's products which included fast moving consumer goods. Being in charge of the Showroom sales team. Organized merchandising operations and major events like promoting new product.

- Involved in managing office relocation from Sur to Sohar.
- Reduced costs by merging software technologies through different departments.
- Involved in developing a new sales incentive scheme that was adopted across our company.
- Responsible for forecasting market trends.
- Making sure products and services are supplied to customers on time.
- Involved in the training of new sales staff.
- Increased average monthly sales from OMR 15,000 to OMR 22,000.

### **MARKETING OFFICER – Nehmeh Corporation (Qatar)**

August 2010 - November 2012

**Products:** Makita, CP Compressor, IMER products, Honda Generator.

Responsible for marketing a wide range of the company's products which included fast moving consumer goods and consumer durables like Power Tools.

- Launched and distributed company product to over 30 new accounts.
- Involved in the recruitment, interviewing and training of over 6 sales staff.
- Researching the market for related products.
- Arranged client demonstration.
- Regularly liaised with our suppliers to ensure the progress of existing orders.
- Involved in the recording and administration of sales by forwarding reports.
- Provided customers with competitive quotations.

#### **Sr. SALES EXECUTIVE – Jaidah Motors & Trading Co (Qatar)**

December 2012 – Till Present

**Products:** Red Wing Safety, Centurion Helmets, North Safety Products by Honeywell, Nomex by DuPont.

Builds business by identifying and selling prospects; maintaining relationships with clients.

- Identifies business opportunities by identifying prospects and evaluating their position in the industry; researching and analyzing sales options.
- Sells products by establishing contact and developing relationships with prospects; recommending solutions.
- Maintains relationships with clients by providing support, information, and guidance; researching and recommending new opportunities; recommending profit and service improvements.
- Maintains quality service by establishing and enforcing organization standards.
- Contributes to team effort by accomplishing related results as needed.

### **PROFESSIONAL EXPERIENCE**

#### **Marketing**

- Experience of territorial marketing and client relations and retention.
- Gathering industry data and analyzing spend patterns to highlight the potential for future growth.
- Communicating new products to potential clients.
- Proven ability to maximize sales opportunities by creating professional sales script and building rapport with potential new and also existing customers.

#### **Management**

- Willing to accept responsibility and be accountable.
- Created a regional sales reporting and performance monitoring system
- Monitoring and reviewing the performance of sales teams, to ensure targets are met.
- Responsible for monitoring sales levels and patterns on a weekly and monthly basis to identify and predict any potential problems.

## **KEY COMPETENCIES AND SKILLS**

Staff development  
Business development  
Product advertising  
Loss prevention  
Planning  
Promotions  
Competitor analysis  
Negotiating  
Merchandising  
Key account management

## **PREVIOUS CAREER HISTORY**

Sales Executive	Gulf Services & Industrial Supplies	2008 – 2010
Marketing Officer	Nehmeh Corporation	2010 – 2012
Sr. Sales Executive	Jaidah Motors & Industrial Supply	2012 – Till Present

## **ACADEMIC QUALIFICATIONS**

Currently Doing MBA (Distance Education) at Sikkim Manipal University.

Finished BBA From IIMT 2008.

## **REFERENCES**

Available on request.

**Driving license:** Yes (Qatar, India)

**DOB:** 1986

**Languages:** English, Hindi, Malayalam.