

**E-mail**

saleem.hnf@gmail.com

Phone

+966-582228213

Date of birth

01-01-1979

Nationality

Pakistan

**Skills**

Ability to priorities and manage multiple tasks.

Good Communication skills, both written and spoken.

Computer orientation and disk operation system.

Microsoft Dynamics, CRM

Professional work processing (Word, Eexcel, PowerPoint, M Microsoft outlook) Spread sheets

**Languages**

English, Arabic, URDU
Advanced

Saleem Hanif Siddiqui

Marketing Specialist

Sales & Marketing positions in a prestigious & well-known organization where my experience, skills & knowledge can be utilized to the benefit of the organization.

Experience

■ **Marketing Specialist – ITCC** **Crouse-Hinds**
by **F.T.N**

Electric House Est.  بيت الكهرباء electric house - Eastern Region - October 2016 – Present

- Plan to ensure achievement of divisional and personal target, aligning with company sales policies and strategies.
- Work closely with the Sales Team on Upcoming & Ongoing Commercial and ARAMCO Industrial Oil and Gas Projects.
- Establish sales objectives by forecasting and developing annual sales quotas for regions and territories; projecting expected sales volume and profit for existing and new products.
- Visit at least 10 Customers in a week to check ongoing projects, RFQ's quotations follow Ups, PO Finalization & Open Sales orders, delivery requirement of the site.
- Maintain sales-volume, product mix and selling price by keeping current with supply and demand, changing trends, Economic indicators and competitors.
- Visit at least at least 5 Projects per week to know the status of Product Submittals, Samples
- Sell to existing and potential direct accounts as well as provide sales support to distribution partners to participate in closing the order and to facilitate the selling process.
- Conduct market research to find Competitor Update, Consumer requirements, habits and trends.
- Provide on-the-ground support for sales associates as they generate leads and close new deals.
- Meet with customers to discuss their evolving needs and to assess the quality of our company's relationship with them
- Immediately get involved for any issues arise, coordinate with the concerned for Quality or any other issues & needful to solve it.
- Assist by visits to local appointed traders where we have an agreement ITCC Products.
- Maintain professional and technical knowledge by attending educational workshops, reviewing professional publications, establishing personal networks, participating in professional societies.
- Submit the weekly report for the activities & followups done during the week.
- All the required support include but not limited to below.

1. Product Datasheets, Catalogs & Samples
2. MTC, COC & Other customized letters
3. Stock availability & Delivery lead-time
4. Project specifications Compliance, Submittal & Samples coordination.
5. Arranging customized samples for ITCC and Crouse Hinds

Project Sales Executive

Electric House Est.  Western
Region - KSA February 2008 - August
2017

- Looking after Project Sales for Complete product line items.
- Leads and manage the sales team process from opportunity identification through contract or PO up to payment collection.
- Provides direction to all day-to-day operational activities
- Responsible to achieve monthly sales target.
- Serve existing customers and develop new customer's database.
- Follow up on sales inquiries and products update.
- Conduct sales visit and meet up with minimum 6 customers from different companies every day. Convert each inquiry to sales and report any dissatisfaction.
- Establish good customer relationship with top customers.
- Conduct sales demo, technical and pre-sales presentation to customers.
- Submit technical submittals with technical data sheets for projects approvals.
- Provide technical assistance to customers in order to close sales.
- Interaction with the consultants and getting our line of products approved for their projects.
- Prepare monthly sales and market analysis report.
- Conduct monthly competitors analysis, prepare counter measure plan.

Sales Supervisor

Binzager  Western Region KSA - June 1999 - Nov 2006

My responsibilities included controlling and coordinating with sales and marketing team to achieve targets and full line distribution of FMCG in key accounts A, B & C class outlets and special consumer's giveaways. Other responsibilities included.

- Coordinating with outlet merchandisers, Salesmen and sales supervisors.
- Managing implementation of sales promotion activities.
- Reporting competitor's activities.
- Check enquiries and assessing market demand.
- Regularly conducting market surveys, monitoring and evaluating competitor's prices.
- Occasionally, handle promotional activities for company products in key-Accounts and maintaining proper filling system for above activities.

Education

Bachelor - B A

Punjab University, 1999

Certifications & Courses

- Training ITCC Crouse Hinds Commercial and Industrial Products
- Project Sales Training Electric House EST.
- Marketing and Sales Training (Binzager)
- PMP - Project Management Certification on going