

DILSHAD KHAN

dilshadbismil@gmail.com / +91-8210029413

REGIONAL SALES MANAGER

In quest of Senior level Assignments in the field of Sales/Trade Marketing/Business Development/Client Relationship Management/Distribution Management, preferably in FMCG/Food & Beverages/Manufacturing Industry.

APERCU

- An accomplished sales & marketing professional 14+ years of rich experience with in the FMCG industry and the skills to drive business growth, capitalize on new revenue potential and manage all aspects of daily business operation.
- **Currently worked with SNF Foods Ltd (Golden Oil), Nigeria as Regional Sales Manager.**
- Hands on experience in sales & marketing of Edible Oils, Mayonnaise, Instant Noodles, Table Water, Salt, Perfumes, Cosmetics and Personal Care Products etc.
- Active participation in devising business development plans, sales promotion plans, new product launches, market studies, route expansion plans and streamlining distribution networks.
- Resourceful at maintaining business relation with clients to achieve consistent business.
- An effective communicator with excellent relationship building & interpersonal skills. Strong analytical, problem solving & organizational abilities. Possess a flexible & detail oriented attitude.

CORE COMPETENCIES

- Sales & Marketing
- Channel Sales Management
- Client Relationship Management
- Strategic Planning

- Business Acumen
- Financial Acumen
- Team Management
- Cost Management

- Sales Management
- Product Promotion
- Market Intelligence
- Brand Management

CAREER CONTOUR

SNF FOODS LTD (GOLDEN OIL), NIGERIA

MAR 2020- JULY 2021

REGIONAL SALES MANAGER

- Develop business plans and sales strategy for the territory that ensures attainment of company's sales goals and profitability.
- Managing organizational sales by developing a business plan that covers sales, revenue and expense controls.
- Present sales, revenue and expenses report and realistic forecasts to the management team.
- Design and implements strategic business plan that expands company's customer base and ensure its strong presence.
- Define and monitor sales performance in the various sales channels within geography.
- Own and hit/exceed annual sales targets.
- Align and communicate key priorities and KPIs to area sales managers.
- Keep a check on competitor's activity and initiate action to grab the market share.

ROYAL MILLS & FOODS LTD (ADKAN GROUP), NIGERIA

OCT 2017- DEC 2019

ZONAL SALES MANAGER

- Develop and execute strategic plan to achieve sales targets and expand customer base.
- Build and maintain strong, long-lasting customer relationships.
- Partner with customers to understand their business needs and objectives and provide solutions.
- Establish and manage strategic business relationships with key account customers.
- Identify emerging markets and market shifts while being fully aware of new products and competition status.
- Organise, coach, challenge & develop staff within the sales organisation.

AREA SALES MANAGER

- Develop business plans and sales strategy for the territory that ensures attainment of company's sales goals and profitability.
- Prepare sales plan for the zone and be responsible for achieving the target distribution, coverage, sales volumes and revenues.
- Ensure health role & faster relationship with all channel partners to minimize attrition.
- Identify new business and channel opportunities.
- Timely payment collection and credit limit follow-up.
- To achieve SKU wise sales objectives as per agreed targets and time.

AREA MANAGER - WHOLESALE & RETAIL SALES

- Overall development of business of new and existing markets.
- To achieve and exceed targets in the geographical jurisdiction.
- Responsible for revenue budget and manpower planning and management.
- Ensures stocks of slow & non-moving products are cleared as per company's objectives.
- Preparation and implementation of sales strategy to ensure growth targets are met.
- Build and manage relationship with all major Key Accounts and Modern Trade chains to maximize business potential.

EDUCATION

- **MBA (ECONOMICS & FINANCE)** : Bundelkhand University, Uttar Pradesh in (2004-2006)
- **GRADUATE IN ECONOMICS (HONS)** : Ranchi University, Ranchi in (1999-2002)

IT PURVIEW

- Well versed with Office Packages (Word / Excel / Power Point), Email & other Internet Applications.

PROFICIENCY IN LANGUAGES

- | | |
|-----------|---------|
| ▪ English | Good |
| ▪ Arabic | Average |
| ▪ Hindi | Good |
| ▪ Urdu | Good |

TRAININGS ATTENDED

- Inventory Management and active participation in physical stock taking of raw materials and uploading in the same in SAP.
- Forex Reserve – Process of Accumulation, Investment and their impact on Economy.

PERSONAL DOSSIER

● **Address** : H.No-75, Ali Bagh Colony, Old Purulia Road, Zakirnagar, Mango, Jamshedpur, Jharkhand, India

● **Nationality** : Indian

● **Date of Birth** : 01/01/1981

● **Marital Status** : Married

● **Religion** : Islam

● **Passport Status** : Valid till June 2026

● **Reference** : Will furnish upon request