# SALIM SULAIMAN

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**Assignments in Sales & Marketing, Business Development and P&L Accountability with a reputed organization**

**PROFILE SUMMARY**

• **Over 11 years** of experience in:

Sales & Marketing Client Servicing Project Management

Distribution & Channel Management Market/ Competitor Management Recruitment Management

• Skilled in conducting competitor analysis to study market trends / competitor moves thus achieve the market share

• Amplified customer base by 70% by maintaining effective relationships, customer service and technological updates

• Successfully increased market share by 15% for Telecom products like PABX, Structured Cabling, CCTV, Access Control and Time Attendance Systems

• Experienced in enhancing market penetration, business volumes and growth by direct selling & project selling activities

• Track record of consistently achieving sales targets at branches by identifying high-yielding services & products

• Resourceful at maintaining relationships with clients to achieve quality product and service norms by resolving their service related critical issues

• Possess effective communication, interpersonal, problem solving and negotiation skills with the ability to coordinate with Principal, Suppliers & Overseas Partners for import of appropriate product line as per market requirement

**CORE COMPETENCIES**

• Handling planning, operations & analysis for assessment of revenue potential in business

• Formulating strategies & reaching out to the unexplored market segments/customer groups for business expansion by developing grass root business network

• Managing sales and marketing operations for industrial products, ensuring accomplishment of set business targets, meeting the ever-increasing competition from organised and unorganized structures

• Identifying & developing potential customers for achieving business volumes consistently and profitably

• Mapping client’s needs & providing best products to suit their requirements

• Generating business from existing accounts and achieving profitability & sales growth

• Building healthy business relations with major clients & ensuring maximum customer satisfaction

• Providing training to the field sales team for ensuring optimum performance for all operational sales related issues

**WORK EXPERIENCE**

**Since Nov’5 with Milan Communications Devices LLC, UAE as General Manager**

**Highlights:**

• Successfully increased market share by 20% for Telecom products like PABX, Structured Cabling, CCTV, Access Control and Time Attendance Systems

• Achieved revenue & profit targets by 100%

• Increased the revenues, profits and market share by 20 by developing new market segments strategies

• Recognized for holding individual sales & account achievements of 100% by taking initiatives to explore new market segments measures

• Efficiently introduced new products & services such as EPABX systems, CCTV. Time attendance which resulted in revenue growth

**SEMINARS & TRAININGS**

• Seminars conducted by Panasonic Japan in Dubai every 6 Months

• Seminars conducted by Nortel Networks Canada in Dubai

• Selling Skills In House Training Workshop conducted by Al Sayegh Brothers Group of Companies on July 2009

• Telecom - An Insight conducted by BBS Telecom Dubai April 2009

• Dealer Network conducted at Bangalore August 2009

• Hands on KTS conducted by GTL Bangalore July 2007

• Hands on Fax conducted by GTL Bangalore April 2006

• Communication Skills conducted at Bangalore March 2006

**EDUCATION**

• BCA from XXXXXX Institute (2005)

**PERSONAL DETAILS**

Date of Birth 30th Jun 1989