***COVER LETTER ( Zaid Farooqi )***

***Dear Sir,***

***I have been seeking just such an opportunity as Sales Manager / Key Account Management in the Business Development Dep., and I think my background and your requirements may be a good match. My resume is enclosed for your review.***

***Please let me give you brief into that I’m having 8+ years’ experience in Lubricants Sales, Marketing with a demonstrated history of working in the B2B/B2C market sectors in Saudi Arabia. Having hard core Selling Experience in Industrials, Corporate Sectors and worked on several technical products line with Mobil/ Petromin ( 5 Years as Sales Representative), & PETRONAS One Year as ASM, and 2.5 Years with AL Jomaih & Shell Lubricants as Key Account Sales Manager.***

***Being a techno Commercial professional with the following additional Capabilities: -*** ✓ ***Having Expertise in (Cross-Selling & Up-Selling) & Value Selling Process.***

* ***Marketing & Planning for New Business Leeds.***
* ***Technical Products knowledge Shell, Mobil Lubricants.***
* ***Having Expertise to offer Value Selling instead of Products Selling.***
* ***Technical skills, IT Oriented, hardworking.***
* ***Skilled in Negotiation, Supply Chain, Operations Management, Payment Collection, Industrial Key Accounts and Sales Management.***
* **Expertise in Building and Managing Client relationship network**
* **Handling complete setup from recruiting till get the unit successful in operations and strong follow up for payment.**
* **A skill to identify develops and evaluates sales strategies based on knowledge of corporation’s objectives, market conditions, cost and mark up factors. *Thus, I am very much confident that I can contribute significantly to the company's targets and objectives & I would appreciate the opportunity of an interview regarding my career prospectus in your organization.***

***Anticipating your valuable response as soon as you can. Thank you… Regards,***

***Zaid Farooqi***

***Sharjah UAE.***

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# Summary



**Specialties:**

**Sales (B2C & B2B)|Marketing (Traditional Marketing & Target Oriented Marketing) | Technical Expertise in Lubricants | Negotiation | New Business Planning & Development |Corporate Sales | Brand Management | Competitors Analysis | Market Study |** **Operations Management | Task oriented | Project management | Supply Chain Management |Client Relationships | CRM | Training & Development | Strategic Planning | Key Account Management | Distribution Management |** **Computer & Android Software**

**Skill:**

**Self-Motivated | Interpersonal Skills |Trustworthy | Hard working | Creative Mind | Multi-Skilled**

**| Dynamic | Time Management | Organizing | Well Accustomed to Working Under Pressure Honest**

## PROFESSIONAL EXPERIENCES

**Lubrex FZC Lubricants. Sharjah.UAE. May 2019 To Till Now**

**Sales Manager.**

**Responsibilities:**

Introducing Lubrex brand to KSA market through old relationship,

Searching for potential Dealers and Distributors.

Handling Distributors of Oman.

**Environmental Testing & Laboratories CO. ETLCO. Al Khobar. KSA. NOV 2017 To June 2018 Business Development Manager.**

**Responsibilities:**

* Checking Status of e-tendering system & RFQ in Online Supplier’s Portal, i.e Aramco ECN, Sabic, S.E, Maaden, RC Jubail & Yanbu, Tasnee, Satrop, Sadara, all this done through using SAP.
* Following up new business opportunities and setting up meetings. o Planning and preparing presentations for the Exhibition/ Business Events.
* Participation on behalf of the company in exhibitions and conferences in Bahrain, UAE, KSA.

**Al-Jomaih & Shell Lubricants Co. LTD ( Al Mayader ) Dammam, KSA. AUG 2015 To NOV 2017 Sales Key Account Manager Responsibilities:** o **Delivered profit of SR 40 Million in 2017 against SR 20 Million in 2016, which is approximately 100% in growth.**

* Growth of 100% by delivering volumetric sales of 877 KL in 2017 against 400 KL in 2016.
* Revived dead customers and materialized opportunities worth 400KL. o Through Cross-Sell and Up-sell process added new accounts, products having annual potential of 400KL.
* Signed C.A Contract with targeted customers to secure 400KL of business. o Developed SPANCOP call & key account plans, demand based budget for local and imported products.
* Provided end-to-end Sales Operational excellence support. o Coordinated with internal departments particularly pricing, DSO Credit and supply chain. o Handle sales and marketing initiatives catering mainly to major. o Having experienced to deal in Channel Management, Dealers, and Distributors.
* Solid product knowledge understanding of current & future brands
* Maintaining Customer Visit data details information & making Quotation, Order/delivery info, Stock Report etc by updating “JOSLOC Android APP”.
* Completed TKC online training Courses offered by Shell Global, (Technical Knowledge Capability) & face to face Technical Training Seminars held in Riyadh, Bahrain, Dubai.
* Having fully Expertise with all the process of Value Selling Process: POPSA > Discovery Sheet > Post Call Report > CRM Tool > Sector Value Selling Tool > Prepare > Undercover Needs > Develop Offer > Demonstrate Value > Negotiate & Close. o Having fully experienced and Technical knowledge about OEM Recommendations, Manual books and can identify the right Lubricant type and grade fit for the equipment. o Completed Safety Training Sessions at work and Defensive Driving Courses provided by Josloc. o Define Retail/Wholesale growth, retention plans, CVP and marketing support. o Identify and resolve distributors/customers problems and issues.

**Petronas Lubricants Intl (Al Maweed Commercial) Dammam, KSA NOV 2014 to July 2015 Area Sales Manager (Eastern Region).**

**Responsibilities** o To equip the sales force with skills and promotional tools to achieve objectives o Working with cross functional teams to develop product Strategies and plans o Responsible for developing and executing communications that are aligned with Sales objectives.

* Increasing Sales through old personal relation & Managing Eastern Region. o Conducting Market Survey, Maintaining the Master File and making analysis of the potential customers
* Transforming innovative ideas into productive projects and get them completed.

**Exxon Mobil, Petromin (Marsa Al-Banarak Ltd. CO.(Dis-APSCO) Dam, KSA. Apr2009- To Oct 2014**

**Sales Representative:** I have participated in all the training sessions, Professional Trainings and

Technical Knowledge about Lubricants, Tires & Batteries offered by APSCO, Petromin. Fulda

Goodyear & Powertech, I have been performing my duties more than 5 years selling Lubricants, Tires, & Batteries Products for B2B & B2C market Eastern Province & Responsibilities include:-

o **Achieved total Sales Target of SR 50 to 75 Million yearly (Lubricants, Tires, and Batteries)**

o Achieved award of Basic Lubricants Training Session hosted by APSCO & Petromin/Gulf.

o Completed Training Session by Fulda Tires (Goodyear) o Completed Training Session by PowerTech Batteries.

o To enhance sales & collection develop the operation & motivation procedures with the clients.

o Developing strong relationship with the clients and providing them prompt after sales services.

o Use of integrated Promotional strategies to achieve sales targets.

o Implementation of Marketing tools provided by APSCO & Petromin.

o Responsible for key account i.e. making Quotation, Price Update procedure, Payment collection, Invoicing, Balance Confirmation, Promotional Offers & making Strong Follow up with Clients.

* Succeeded in winning the toughest customers in eastern area. i.e Nesma & Partner co, Bina

Readymix, Abdel Hadi Abdullah Al-Qahtani & Sons Co, Al Shalawi Transport, Arabian Transformer, Dragados Gulf, GCC olayan, Gecat Co, Halliburton, M.M Al Harbi Cont, Metal Service Co, Al-Suwaidi Equipment & Transport.

***PERSONAL DETAILS***

PROFILE : MALE, 39, MARRIED.

Current location : Gujranwala, Pakistan.

Driving License : **Valid UAE Driving License**

Nationality : Pakistani

Status : Active & healthy.

## ACADEMICS PROFILE

2009 BACHELORVirtual University Pak GRW, PAKISTAN.

2002 Intermediate G.B.O.I.S.E. GRW, PAKISTAN.

1996 Matriculation R.B.O.I.S.E. RWP, PAKISTAN.

## PROFESSIONAL CERTIFICATION

2000  **DCS (Diploma in Computer Sciences)** ***D Tech Computer College Islamabad.***

2004 **Certificate in Spoken & Written English Language. *Soft Solution Gujranwala.***

***2016* TKC** (**Technical Knowledge Capability)** Training Courses offered by Shell Global, Riyadh, KSA.

1. Basic of Lubricants. 2. General Shell Products Plus Services. 3. Value Selling For Distributors.

4. Fleet Heavy Duty Diesel Engines. 5. Shell Rimula

**Computer Skills: SAP. &** MS Office 2013, Android application for clients data management software.

**LANGUAGE: Excellent Spoken/ Written English & Arabic**