

## **BASIR AHMED**

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### **Professional Profile:**

Distribution Sales Manager with 1.8+ years of experience driving profitability through strategic growth and leading sales team. Solid track record securing key clients and increasing products distributions to grow market share. Exceptional mentor and coach combine business acumen with innate leadership abilities to recruit, build and retain top performing sales team.

### **Key Strengths:**

- High impact sales presentation
- Territory growth management
- New product placement
- Strategic market positioning
- Recruiting and staffing initiatives
- Market expansion
- Organizational skill
- Team leadership, coaching and mentoring.
- Client relationship management
- Manage chaotic task loads and keep teammates focused during high stress and time-sensitive crisis periods.

### **Professional Experience:**

#### **1. Distribution Sales Manager** (September 12, 2015 - Continuing)

**M/S Arif Electronics** (Authorized RD of FDL, SAMSUNG, Gazipur) **Department:** Sales

#### **Duties/Responsibilities:**

- Supervise and manage a sales staff of 06; communicate job expectations and provide direction, support and motivation to sales team to meet sales targets and KPI lines.
- Regular market visit for follow up SO PJP and checking that all retail is aware of all the campaigns and campaign information and 100% stock placement (NPPI) as per target and norms (Including, DOS). Ensure POSM executions in retail points.
- Improve and maintain operational and profit objectives for exceeding 10-20% of target amount in gross monthly sales within the territory and ensure business ROI.
- Monitoring competitor activities and responding to clients' needs and increasing at list 2 or 3 new retails per month through various routes to market.

#### **Key achievements:**

- Consistently achieved RD points KPI for all quarter of 2016 and first quarter of 2017.
- Achieved 50% sales growth within first quarter of 2016 and yearly growth 44% by aggressively coverage of existing retails and new retails expansions and retail category development.
- Successfully 2(two) new RD point expansion by consistently performing and achieving above sales target from my territory in 2016.

#### **2. Jr. Executive** (October 1, 2014 - September 10, 2015).

**New Vision Group.** **Department:** Sales

#### **Duties / Responsibilities:**

Collect & maintain customer's database for develop strong network with client by self-motivation. Meet and exceeded monthly sales target. Direct visit or correspondence to prospective client and maintained close liaison with the new clients.

### **Academic Qualification:**

**2017**

**Masters of Business Administration.**

Southeast University  
Marketing, CGPA- 3.61 out of 4.00

**2014**

**Bachelor of Business Administration.**

Ahsanullah University of Science and Technology  
Finance, CGPA- 2.994 out of 4.00

**2009**

**Higher Secondary Certificate (H.S.C)**

Saffiuddin Sarkar Academy & College.  
Group: Business Studies, Board: Dhaka, Result: GPA- 4.80 (Out of 5.00)

**2007**

**Secondary School Certificates (S.S.C)**

B.A.R.I High School  
Group: Business Studies, Board: Dhaka ,Result: GPA- 4.19 (Out of 5.00)

### **Seminar/Workshop attended:**

- Workshop on “Brand Marketing”, and “Supply Chain Management”, AUST.
- Seminar on “How to prepare for job”, and “Entrepreneurship development”, AUST.

### **Computer Skill:**

- Proficient with Microsoft Office Suite: with focus on Excel and Power Point.
- Internet surfing and data sourcing.

### **Extra-Curricular Activities:**

- Ex- vice president of MANAP, ward -27 & 28, Gazipur Sadar, Gazaipur.
- Ex- executive member of Business Club, SoB, AUST.

### **Personal Information:**

Father's Name : Ahsan Kabir  
Mother's Name : Shafali Khanam  
Date of Birth : 19 February, 1991  
Marital Status : Single  
Nationality : Bangladeshi  
National ID No : 19913323007000550  
Religion : Islam-Sunni  
Permanent Address : Vill: Atipara, P.O:  
Ujirpur,P.S: Barisal, District:Barisal.

### **References:**

1) Md Asif Uzzaman  
Territory Manager, Fair Distribution Ltd.  
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2) Md Asaduzzaman  
Area Manager, Fair Distribution Ltd.  
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Date: