

MD. NAHID-BIN-ANWAR

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Career Objective:

To work in the sales department of a reputed organization that will enable me to use my strong sales skills and **9 years** of working experience to effectively utilize for increased profitability and product sales volume by developing a dynamic team to improve sales results.

Work Experience:

1. MAX Marketing, Dhaka **Regional Sales Manager**



March 2018 - till

Achievement:

- Successfully shifted Business Modality from credit to cash invoice.
- More than 50% Yearly growth SPLY, value in business & partnership enrollment

Work Responsibility

- Set targets, performance plans, and rigorous, objective standards for sales representatives.
- Meet with reps one-on-one weekly to review performance, progress, and targets. [Weekly]
- Deliver deep performance reviews for each individual rep once or twice per year. [Semiannually]
- Coach individual sales representative's one-on-one through phone work and prospecting help sessions to help them improve sales performance. [Weekly]
- Participate in spontaneous sales call rides and planned field days. [Monthly]
- Counsel, support, discipline, and fire underperforming sales representatives.
- Develop a scalable sales process and ensure representatives adhere to it correctly.
- Ensure that reps use sales technologies, such as a CRM, correctly.
- Plan and implement training programs. Hold regular skills training sessions with internal or external sales trainers. [Monthly]
- Plan and preside over weekly sales team meetings. [Weekly]
- Hold team building events onsite or offsite. [Monthly]
- Recruit, select, onboard, and train new sales reps.
- Motivate and engage the sales team with monetary and non-monetary (intrinsic) motivational tactics, such as sales contests, lucrative incentive packages, prizes, and public recognition.
- Unite the team: Ensure reps work as a positive unit and share their best practices.
- Set a good example for the team. Work according to company culture and values, prioritize ruthlessly, use good communication, and deliver results effectively.

2. Philip Morris International, Dhaka



Field Marketing Executive

Jan 2013 – March 2018

Achievement:

- Obtained “ABCD” (Above beyond Call of Duty Award the most prestigious globally recognized award of PMI in 2013 for the initiatives taken for opening a new channel “Key Accounts”.
- “Wholesale loyalty program” Project – participated and successfully rollout the project Co-ordinate with brand, finance, procurement, field team, legal and vendors for smooth and effective roll out of programs for Marlboro portfolio.
- Design channel strategy and framework for different channel priorities and lead the Marlboro GOLD
- Launched PMI standard retail segmentation project - Classified different sales channels (TB, HORECA, LAMP, PC,GS etc.) based on PMI retail segmentation matrix.
- Achieved all the sales & volume targets set for my assigned territory & made 35% increase in sales figures.
- Played different roles in need of the organization in Trade Marketing, Field Marketing & Key Accounts assignments to achieve organizational objectives.

Work Responsibility

- :
- Execute Territory Plan in terms of volume, in market sales, share of market, outlet coverage, call frequency, trade programs and supporting key performance indicators.
 - Ensure timely implementation of the Cycle Plan through targeted coverage and meet set KPIs.
 - Follow up, track and report target versus actual performance and achievement of all designated trade outlets and channels and develop and maintain excellent working relations with trade.
 - Reports on relevant market information, including competitor intelligence and trade developments, to improve the Company’s understanding of market developments to develop strategies.
 - Uphold corporate integrity and values, ensuring all activities comply with PM Principles & Practices, including local regulations and International Marketing Code.
 - Key Achievements:
 - Obtained “ABCD” (Above Beyond Call of Duty Award; the most prestigious globally recognized award of PMI in 2013 for the initiatives taken for opening a new channel “Key Accounts”.
 - Achieved all the sales & volume targets set for my assigned territory & made 35% increase in sales figures.
 - Played different roles in need of the organization in Trade Marketing, Field Marketing & Key Accounts assignments to achieve organizational objectives.

3. Coats bangladesh ltd, Territory Manager



Nov 2010 – Dec 2012

Achievement:

- Assigned in Narayanganj market starting with 9% & developed the Market by 23% within 9 months targeted time frame.
- Was assigned as Account Manager for the biggest RMG manufacturer such as Fakir Group, NR garments, Pritam Garments & ensured Coat's increased business by 30% compared to previous year.

Work Responsibility

- Regularly call & visit existing key A/C's & potential customers to generate new business.
- Setting sales & invoicing target according to company guidelines.
- Identify business potentiality/opportunities in the market place.
- Debtor management for key A/C's on a regular basis.
- Collecting customer feedback and market research.
- Keeping up to date with products and competitors.
- Build rapport with customers.
- Follow up L/Cs & payments.
- Achieve sales and collection target for assigned territory

Academic Qualification:

- BBA (Marketing) from North South University, 2010
- HSC from Dhaka City College, 2003
- SSC from Dhanmondi Govt Boys High School, 2001



Tanning

- Market Route Planning, Coverage, Frequency and Work Load Calculator, Making Route Plan based on Trade Program and Non-Trade Program outlet, Potential Cluster Coverage and Visit Frequency, In Market Work Load Calculator.
- Title: In Call Mission and Merchandising Skill Making Calls to Outlets. Different Steps During Making Call in A Outlet, Checking Stocks, Market Intelligence and Merchandising
- Title: Data Analysis Understanding and Retail Audit
Retail Management System, Category Analysis, Brand Analysis, Competitive Analysis, Distribution Analysis, Distribution Effectiveness, Pricing Analysis, Key Selling Indicators.

Resource Person- Wasi Ansari, SOD Manager, Philip Morris International, Pakistan

Research Skills: I did three research for PMI for increasing sales volume, which heading is given below

- An assessment of the consumers' preference, satisfaction level and quality of Marlboro cigarettes marketed by Philip Morris Bangladesh Ltd
- Study on Sales Force Management System (Project Outreach) of Philip Morris Bangladesh Limited for Sales Target Achievement
- Increasing sales volume and promotion a cigarette brand by strategic changes in existing distribution channels- A pilot study of Marlboro cigarette in Bangladesh

Professional Skills

- Flexible, adaptability, team player, problem solving & leadership skills, initiative & convincing.
- Sound knowledge in MS Windows, Word, Excel & PowerPoint
- Fluent in English & Bengali



Personal Information

Date of Birth: 23 Feb 1987

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References:

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