
MUHAMMED ASHFAQUE

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PROFESSIONAL SUMMARY

Results-driven and customer-focused **Sales Professional** with over **6 years of experience** in retail and B2B sales, consistently exceeding sales targets and driving revenue growth. Proven track record in **customer relationship management, lead conversion, and territory development** across diverse sectors, including **textiles, and telecom**. Skilled in **product promotion, cross-selling, upselling**, and managing the full **sales cycle** from prospecting to post-sale service. Adept at using **CRM tools**, understanding market trends, and collaborating with cross-functional teams to achieve business objectives. Committed to delivering high-quality customer experiences and building long-term client loyalty.

SKILLS

- Sales & Business Development
- Retail Sales Operations
- Product Promotion & Demonstration
- Territory Management
- Team Leadership & Supervision
- B2B Sales & Negotiation
- Customer Relationship Management (CRM)
- Lead Generation & Conversion
- Upselling & Cross-Selling
- Inventory Control & Merchandising
- Key Account Management
- Data Analysis & Reporting

WORK HISTORY

Sales Executive, 05/2025- Present

Crystal Hotels Supply Trading L.L.C. Dubai, UAE

- Cultivated a portfolio of key accounts, including luxury hotels, hotel chains, and restaurant groups, resulting in a 15% increase in repeat business.
- Achieved and consistently exceeded quarterly and annual sales targets by an average of 10% through strategic planning and effective client management.
- Managed the entire sales cycle from initial contact to contract negotiation and post-sales support, ensuring a seamless and high-quality experience for clients.
- Developed a deep understanding of the full range of hotel supplies, including linens, guest amenities, kitchen equipment, and cleaning chemicals, to provide tailored solutions that meet specific client needs.
- Collaborated with the logistics and supply chain teams to ensure timely and accurate delivery of orders, resolving any issues promptly to maintain client satisfaction.
- Identified and capitalized on new business opportunities by conducting market research and staying abreast of industry trends in the hospitality sector.

Key Account Manager, 12/2023 - 03/2025

Enjazats SIM Trading (Etisalat Business B2) – Dubai, UAE

- Built and maintained strong, long-term relationships with key clients to ensure high levels of satisfaction and customer retention.
- Developed and implemented account plans tailored to client business goals, increasing revenue and client engagement.

- Identified new business opportunities within existing accounts and drove up selling and cross-selling strategies to meet or exceed sales targets.
- Led negotiations of pricing, service-level agreements (SLAs), and contract terms to ensure mutually beneficial outcomes.
- Acted as the primary point of contact, addressing client concerns, resolving issues quickly, and ensuring timely delivery of solutions.
- Prepared detailed reports on key account metrics, forecasting trends, and presenting performance updates to senior management and stakeholders.

Sales Account Manager, 09/2022 - 12/2023

Espresso General Trading LLC – Dubai, UAE

- Built and nurtured strong client relationships to ensure satisfaction, loyalty, and long-term business partnerships.
- Executed strategic sales plans to meet or exceed revenue targets within assigned accounts and territories.
- Identified, pursued, and secured new sales opportunities through lead generation, cold calling, and networking.
- Managed a portfolio of key accounts, driving revenue growth through upselling, cross-selling, and client retention strategies.

Sales Executive (Etisalat Prepaid SIM Cards), 11/2020 - 03/2022

Jamal Al Marri Mobile Phone Trading LLC – Dubai, UAE

- Promoted and sold Etisalat prepaid SIM cards through direct field sales, retail outlets, and promotional campaigns to acquire new customers.
- Identified prospective clients through cold calling, referrals, and walk-ins, converting leads into active users.
- Delivered excellent customer service by understanding customer needs and providing suitable prepaid plan recommendations.
- Consistently met or exceeded daily, weekly, and monthly sales targets as assigned by management.
- Maintained accurate records of sales activities and customer interactions using CRM tools and manual reporting systems.

Sales Executive, 2017 - 2020

Century Textiles – Kerala, India

- Assisted customers with fabric selection, product details, and tailoring services while delivering personalized shopping experiences.
- Maintained in-depth knowledge of textile types, fabric quality, pricing, and current trends to support upselling and customer satisfaction.
- Supervised and motivated sales staff, assigned daily tasks, and ensured team met sales goals and performance standards.
- Organized and maintained appealing product displays and shelves in line with visual merchandising guidelines to maximize sales.

EDUCATION

Bachelor of Business Administration
Bengaluru University - India

SOFTWARE PROFICIENCY

- MS Office
- CRM Software

PERSONAL DETAILS

Date of Birth: 18/02/2000

Nationality: Indian

Visa Status: Visit Visa

Passport: T0196846

Other: UAE Driving License Holder: 4942222

LANGUAGES

English

Malayalam

Tamil

Hindi

DECLARATION

I hereby declare that the above written particulars are true and correct to the best of my knowledge and belief.

MUHAMMED ASHFAQUE