

LATHEESH NARAYANAN

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SALES MANAGEMENT PROFILE

EXPORT/DEALER/AUTO SPARE PARTS SALES ADMINISTRATION | CUSTOMER SERVICE & SUPPORT | MARKET TRENDS & COMPETITOR ANALYSIS

Customer-/growth-focused professional with proven success leading Export & Dealer channels of spare parts business to new heights in sales, productivity, market share, and profitability. Award-winning account management executive who brought credit overdue at a minimal level and collected overdue invoices on time. Record of identifying and acquiring new customers from various international markets through the utilisation of major resources as well as online platforms. Functioned as subject matter expert in managing logistics, dealership, export procedures/documentation, inventory controls, warehouse operation, and accounts receivable. Demonstrated success attaining competitive advantages from the suppliers through effective deal negotiations. **Select accomplishments include:**

- ✓ Contributed to the successful execution of various large-scale system development projects, such as ERP system migration, VAT implementation across the entire UAE region, and conversion of SAP IS retail to IS Auto.
- ✓ Turned the unavailability of parts into availability by registering the lost sales in the system/excel sheet as per the seriousness of the inquiry and raising requests to the purchase for VOR order.
- ✓ Introduced and rolled out a market intelligence initiative that provided regular and accurate updates on competition in terms of product, prices, and promotional activities.

CORE COMPETENCIES

- Complex Sales Cycle Management
- Problem Resolution & Prevention
- Workplace Productivity Optimisation
- Corporate Policies & VAT Compliance
- Strategic Supply Chain Roadmaps
- Client Relationship Management
- Article Master Data Administration
- Requirement Analysis & Fulfillment
- Product Pricing Strategy
- Lean Methodologies
- Market Intelligence
- Account Overdue Payment Follow-ups
- Customer Account Reconciliation
- Team Building/Training/Leadership

PROFESSIONAL EXPERIENCE

Al Futtaim Auto & Machinery Co LLC, Dubai, UAE • Dec 2008 to Present

A leading supplier of products and services for a diverse range of industries and commercial businesses across the transportation, construction, oil and gas, manufacturing, warehousing, and marine sectors. www.famcointernational.com

Sales & Operation Executive – Wholesales Spare Parts (Export) (Mar 2015 to Present)

Deliver progress report to Senior Manager while leading annual sales target and gross margin of parts across the franchisees of Volvo, Yanmar, Linde, and Ingersoll Rand region.

Proactively respond to parts related customer inquiries using the parts catalogs to identify the correct part numbers. Adhere to the standard operating procedure while preparing parts quotation and managing complete order processing, purchase order, sales order, sales invoices, sales returns, and delivery order/notes. Strategise overall aspects of parts procurement activities with end-to-end management of Inventory and warehouse operations. Conduct detailed analysis for necessary export documents, such as a bill of entry, transfer of ownership, and customs-exit certificate for the export customers. Coordinate with freight forwarders on shipment receipt, shipment delivery, and documentation. Handle the article master data in the computer system for local purchases. Lead the preparation of the packing list as per customer requirement and export packing standard. Liaise with bank entities and finance department to track transactions for payment credit and adjustment. Prepare export documents, such as chamberization, SASO certificate, inspection and testing, KBR, FLOUR, and TWI for Saudi as well as US Army shipments.

- Ensure complete accuracy while creating and proceeding with a purchase order in the parts management system for local purchases.
- Oversee and align the export documentation process with UAE VAT compliance.
- Run seamless shipping operations for Famco International dealer by effectively administering overall documentation during freight processes that included certificate of origin from Dubai Chamber, SASO Certificate, packing list, handling bill of entry for customs requirement.
- Deliver exceptional services to the customers by fulfilling design requirements from the parts catalogs.
- Drive the sale of aged stock by developing and providing special offerings to the customers.
- Attain beneficial terms and conditions from various shipping lines as well as freight forwarders through successful negotiations while directing the overall logistic operation.
- Prepare and propose enhancement solutions for consumer technical problems through close interaction with the inventory

associate and FAMCO service support.

- *Resolve various supplier discrepancies, such as short, excess, and damaged parts. Determine business profitability while establishing retail pricing in the system.*
- *Optimise parts supply process that is back-ordered by the customers ensuring orders are delivered within the agreed time.*

Sales Representative – Dealer Sales (Jul 2010 to Feb 2015)

Performed market analysis across different geographical areas in the UAE to identify and capture untapped sales opportunities.

Assessed competitor price information and delivered appropriate price recommendations to the Dealer Sales Manager. Handled parts warranty claims in accordance with the agreed corporate policies/procedures. Monitored back-orders supply to provide customers with timely information on the status of back-ordered parts and ensure that such parts are delivered to the customer on the promised date. Prepared quotations and managed sales orders, sales returns, warranties, and application of customer discounts in compliance with the standard operating procedure. Gained orders from the customer by checking parts availability from the supplier web-based system. Established centralized communication through cross-functional collaboration with the purchase and warehouse department internally. Planned credit control for parts department by observing customers' credit limits, following up overdue payments/additional credit applications if needed, and initiating sales order releases.

- *Met the defined sales and margin target by effectively supervising the dealer channel for Volvo, Yanmar, Linde, and Ingersoll Rand franchisees.*
- *Ensured timely deliveries while providing quotations to dealers and proceeding sales transactions in the computer system.*
- *Generated invoices and secured due amount from the customer for timely payment collection, including the development of a monthly account statement of customers and communication on the status of accounts/payments.*
- *Facilitated the decision making process by producing reports related to customer visits, sales achieved/lost, and stock supply that increased transparency.*

Account Receivable Executive (Dec 2008 to Jun 2010)

Implemented corrective action plans for accounts receivables within the targeted level as per the analysis of customer receivables report and feedback.

Examined payment collection due dates and acknowledged relevant customers timely. Engaged with frontline sales staff to maintain appropriate information/document that minimised dispute at the time of payment. Studied existing receivables with regard to potential accruals and bad debts. Spearheaded overall bank related operations, including posting PDC and incoming cheque, adjusting bank transfer, reconciling customer account, generating various AR collection report, analysing debt ratio from previous months, and following up with customer for a bounced cheque. Delivered strategic direction to the team in receiving the cheque from customers through the cheque collection agency and ensuring the cheque was received within the desired time.

- *Enhanced overdue payments collection through the execution of persuasion methods, reminder letters, and escalation to buyer's superiors.*
- *Troubleshoot customer problems that are delaying payments, such as LPO-Invoice mismatch, lost invoice copies, and discrepancies in accounts statements.*
- *Enabled the smooth flow of account management operations by handling all AR and collection requests in a timely and professional manner.*

EARLY CAREER

SOL TELECOM FZE • Accountant | (May 2005-Dec 2008) *Posting Day to Day Accounting Entries. Generated various reports, such as monthly sales, purchase, profitability statement, expense report, Petty cash details, and chq issuance details compliance with accounting principle. Prepared monthly income, expense account, and balance sheet for Audit Purpose.*

EDUCATION & CREDENTIALS

Calicut University • Bachelor of Commerce (2003)

Professional Training & Development • Train the trainer | Sales Negotiation | Work Place Productivity | Lean Inventory Management | Supply Chain Foundation | Conflict Resolution Foundation | Creating a Positive Customer Experience

Technical Proficiencies • MS Office | SAP-PRD IS Retail 4.7 | SAP-PAD IS Auto ECC 6.7 | Tally

Language Skills • English | Hindi | Malayalam **Other Details •** Valid UAE Driving License.