

Haroon Ernest



Professional Summary

To acquire a challenging position in a growing organization where I could contribute my professional skills to achieve goals of the organization and enhance my career.

Work History

BEST FOOD LLC as Sales Executive in (HORECA) catering division of UAE (July 2018 – Till Date)



Roles and Responsibilities:

- Identifies Business opportunities by identifying prospects and evaluating their position in the industry researching and analysing sales options
- Sells products by establishing contact and developing relationships with prospects
- Build strong, influential and collaborative business relationships with clients by providing support and information, and maintains it
- Identifies product improvements or new products by remaining current on industry trends market activities, and competitors
- Prepares reports by collecting, analysing, and summarizing information
- Maintains quality service by establishing and enforcing organization standards
- Contributes to team effort by accomplishing related results as needed

Dunia finance (U.A.E) as Sales Relationship Officer (January 2017 – April 2018)



Roles and Responsibilities:

- Dealing with Personal Loans, Credit Card and with Auto Loan

Coca Cola Beverages Pakistan Limited (CCBPL) as Sales Development Executive (February 2011 - August 2016)



Roles and Responsibilities:

- Primary and secondary Sales and availability target achievement of designated routes.
- Accomplishing KPIs targets including Efficient Coverage, Call

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Skills

- Customer Services
- Administration
- Upselling techniques
- Exceptional time management skills
- Strong client relations
- Motivated team player
- Customer expectations management
- Strategic sales knowledge
- Computer literate
- Exceptional communication skills

Education

2010

Superior University

Lahore

MBA: Marketing

Other Qualifications

- Proficient in M.S Office
- Proficient in internet applications & E-mail

Productivity and Service Levels.

- Management of sales team on assigned routes.
- Complete asset tracking in every month to ensure minimize the number of ZERO SALES coolers.
- Market Development and POP conversion.
- Retention of converted outlets.
- Agreement creation and assessment of financials.
- SKU vice target achievement of volume as well as value.
- Handling of all sort of promotional activities.
- Proposing cost efficiency and ROI assurance to Distributor.
- Handling of merchandizing activities like product placement and POS material etc.
- Value Addition by taking initiatives for coverage, visibility and channel development.
- I worked in Lahore as well as surrounding areas of Lahore.
- I have worked and served for both operations (Company owned – Direct Distribution & Indirect Distribution)

Key Achievements:

- I have development untapped potential area for ND & volume growth, converted from PCI exclusive to Coke Exclusive with 75% weighted and 82% numeric availability.
- Successfully brought in my routes 23% organic growth in 1st six months after joining in an extremely challenging route.
- Intensely focused on GT and discouraged whole selling dependence in my routes.
- I have passed and cleared KUDOS and then promoted on April 2015 from Market Development Officer to Sales Development Executive.

Allied Marketing (Unilever) as Pre-Seller (May 2007 - January 2011)



Roles and Responsibilities:

- Key Accounts visit plan as per itinerary.
- Route riding plan with deliveryman which enhance learning capabilities and to give them advice and on the job training according to need.
- Interaction with Key Customers to brief them profit story and make sure the availability of products at their stores.
- Monitoring and tracking of given target on daily & weekly basis.
- Ensure the merchandising of brands according to company standards.
- Focus on competitor activity during market visit.
- Emphasize to gain volumetric growth from existing and new outlets with consistent visits and follow ups
- Provide inputs to Line Manager to develop additional points of interruptions for better pick up rate and take initiatives so that he grows his profitability as well as the company

Additional Information

- Driving license: Yes
- Nationality: Pakistani
- Visa status: Employment
- Date of birth: 11-11-1986

Trainings:

- Attended a 6-day special training course on “Impulse Buying” from 11-01-06 to 16-01-06.
- Attended 1-day special training session dated 16th Sep 2013 on “Problem Solving & Decision making” arranged by CCBPL and conducted by IMS Knowledge.
- Special one week training session conducted by KUDOS covering 4 topics (Collaborating for value, Execute to Win, Sales Force Efficiency & Distributor Development Program) From 9th October 2014 to 6th November 2014.
- Attended special 30 Days Training for development of following skills (People and Team Management, Business Finance, Product Management, MS Office, Trade Math, Outlet Conversion, Marketing Module)