



Sameer Baig

Mobile No: +971562262716 **Nationality:** Indian **Date of Birth:** 21-3-1976

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23 years of commendable success in achieving business growth objectives in established automotive organizations.

Possesses credibility & integrity that leaves long lasting business relationships, motivates employees and generates loyalty.

A leader who believes that success lies in giving equal opportunities to develop talents, ignite imaginations that further results in a healthy environment.

A visionary who works towards bringing dreams into thoughts resulting in actions. An intellectual with an ability to read situations and execute with best-simplified solutions.

Skills

Automotive Business
People Development
Increase Profit Margins
Effective Communication

Brand Management
Associate Engagement
Operation Efficiency
Decision Making

Business Analysis
Customer Service Values
Kaizen Principles
Process Excellence

Trainings, Developments & Certifications

Ford Showroom Manager Certification Program organized by AL Tayer Motors in association with Mind Tools.

Lexus experience workshop and sales manager programs to redefine management skills organized by AL Futtaim Motors and Toyota Motors Corporation Middle East.

Leaders for growth, leading others, train the trainer programs organized by AL Futtaim Motors Lexus.

Managing the **Toyota Way-Sales process with Kaizen principles** organized by AL Futtaim Motors.

Neuro Linguistic Program-NLP organized by Maruti Suzuki in association with Spectra Motors Ltd.

Automotive sales process trainings programs on customer satisfaction, stages in retail sales process, question techniques and telephone handling skills.

Various trainings programs on **Features, Advantages & Benefits-FAB-ing sales process** throughout my career in Suzuki, Honda, Volvo, Lexus and Ford brands.

Experience – Sales, Operations and Finance & Insurance

Sales Manager, Gargash Motors And General Trading

Alfa Romeo New Cars & Purple (Preowned cars Division for Alfa Romeo & GAC)

Aug 2019 till Aug 2021

Showroom Manager, Retail & Fleet – Ford, AL Tayer Motors, Sharjah, UAE

Feb 2018 till July 2019

Branch Sales Manager – Lexus, AL Futtaim Motors, Sharjah-Dubai, UAE

Sept 2012 till Dec 2017

Finance & Insurance Manager– Toyota, AL Futtaim Motors, Dubai, UAE

Feb 2010 till Aug 2012

Responsibilities proficiency

Drive and consistently achieve sales revenues, gross margins, cost effective principles, targets & volume achievements, brand marketing & connectivity, people engagement and continuously enhance customer experience.

Coach and develop the sales managers to deliver high standards of forecasting and objective achievements. Manage monthly, quarterly and yearly budgets.

Ensure that all sales campaigns are maximized and that the business is driving for continual sales improvements.

Define & implement an effective sales process that capture leads across multiple sources including new channels and maintain, monitor the conversions.

Engage associates through recruitments, training & performance development, growth & multitasking in further developing a career road map.

Work closely with HR, marketing, finance & pricing and after sales departments to create synergy & improve process in spirit of Kaizen.

Develop fleet sales force, products trainings, assigned geographical area & implement a unified go to market plan.

Comply with internal policies and procedures, regulatory and legal authority requirements according to company's vision & values.

Recognitions in Gargash Motors and General Trading – Alfa Romeo & Purple

From 2019 to 2021, successfully achieved a **volume growth of 45%** and **profit growth of 9%** in Alfa Romeo New Cars Retail. Increased finance & insurance penetration, stock clearance weekend offers, manager's special, margin retention sales incentive plans.

Grew retail sales from 20 cars to 35 cars and a **margin retention of 6%** in Purple. This was also a result of reduced operating expense, preparation cost, increase trade-ins & referrals, maximize lease and stocks turnaround of age products.

Recognitions in AL Tayer Motors-Ford

A volume growth of 30% from 2017 to 2018. Few Key Accounts Acclaim – Sharjah Municipality, Ghantoot Hotels, Naffco and DHL Logistics.

Implemented & champion a sales process that led to a record of 95% on **Customer Viewpoint Scorecard** during the performance of 2018, which further assisted the NE region to be on Top of Al-Tayer Chart.

Recognized for successfully implementing **a lean & auditable business process** within the policy & guidelines of Ford Standards. Scored 88% highest across Ford showrooms in **CIA standards** from Ford Middle East.

Recognitions in AL Futtaim Motors-Lexus

Participated as a **Judge in the National Selling Skills Contest** organized by AL Futtaim group in the year 2017.

Certified for effectively participating & achieving the **ISO 9001 standards for Lexus sales operation** in the year 2015.

Recognized for achieving the **Human Sigma 5 Award** in terms of **highest associate engagement & customer service value** results in the year 2014.

Certified for driving the highest number of **volume sales a growth of 30%** & successfully achieving the gross profit in the year 2013 & 2014.

Recognitions in AL Futtaim Motors-Toyota

Recognized for **maximizing the AFM income** and grew the finance penetration from 50% to 75%; Insurance penetration from 25% to 55%; Gap penetration from 15% to 35% and accessories penetration from 10% to 40%.

Recognized for presenting a cross functional project that investigated and validated the current sales process. The project was aimed at reducing process time, non-value adds, cost savings, removal of duplication and make improvements. This project was successfully **presented to the Group Director and the Managing directors** of AL Futtaim automotive brands.

Other Experiences

Sales Supervisor , Honda, Trading Enterprises, Dubai, UAE	Feb 2008 till Jan 2010
Sales Consultant , Volvo, Trading Enterprises, Dubai, UAE	July 2000 till Jan 2008
Sales Executive , Maruti Suzuki, Spectra Motors Ltd, Mumbai, India	July 1998 till June 2000

Awards & Achievements

Super user for SAP, IS Auto and Fast Track programs between the Volvo and Honda staff in Trading Enterprises, conduct trainings and assist colleagues in day-to-day activities.

Commended for excellence in performance and awarded the **Air Miles Program Incentives from Volvo Cars Overseas Corporation** for being among the top sales Consultants from UAE for the year 2006.

Highest number of **retail sales for the year 2005**.

Presidential award for the best sales consultant from UAE for the year 2002 winning an **incentive trip to Scotland** sponsored by **Volvo Cars Overseas Corporations**.

Award for the best sales consultant from UAE for the year 2001 winning an **incentive trip** to attend the event of **Volvo Ocean Race in Sweden and Norway sponsored by Volvo Cars International**.

One of the six best sales executives of the **All India selling skills competition organized by Maruti Udyog Ltd for the year 2000**.

Spearheaded and grew sales achievements from 150 units to 240 unit's p.a. **Best sales executive in Spectra Motors Ltd** for the year 1999.

Qualifications

Postgraduate, Diploma in International Marketing, NMIMS, Mumbai, India	June 1999
Bachelor of Science (Chemistry), Bhavans College, Mumbai, India	May 1998

References available on request