

Riyaz Abdul Gaffar
Sales and BD Professional
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CAREER OBJECTIVE:

“Results-driven Sales Manager with 14+years of experience in the agricultural sector.Proven success in developing market strategies,expanding client networks,and achieving sales targets.Seeking to leverage extensive knowledge of agricultural products and markets to lead a sales team,fostering sustainable business relationships and achieving revenue targets”.

CORE COMPETENCIES :

- Reviving old dealers
- Developing newly appointed dealers from the scratch.
- Appointing the new dealers in the unrepresented and tough territories.

TECHNICAL PROFICIENCY :

►Microsoft-Excel/Word/Power Point

EDUCATIONAL:

Master of Business Administration(M.B.A)
Bangalore University,Bangalore,India
Year of Passing-2004

Bachelor of Commerce(B.Com)
Gulbarga University,Gulbarga,India
Year of Passing-2001

Pre-University Course(PUC)in Commerce
Department of Pre-University Education,
Karnataka,India
Year of Passing-1998

Secondary School Leaving Certificate(SSLC)
Karnataka Higher Secondary Board,India
Year of Passing-1996

PROFESSIONAL EXPERIENCE :

► Zonal Manager- Shakti Agro Technology(Farm -Mechanization)

Karnataka/Andra padesh/Telangana- September 2020-Present.

- Managed below-the -line activities at village level to enhance market penetration and brand visibility.
- Conducted early morning meetings with farmers to assess cropping patterns,land holdings,and usage of agricultural implements and tractors.
- Established rapport with influencers, Sarpanch(Village head),and village Accountant to leverage community networks for sales and promotion.
- Analyzed grain and vegetable markets to understand cropping trends and identify opportunities with progressive farmers.
- Collaborated with Raita Samparka Kendra(RSK)centres at village,taluk,and District levels for product promotion,securing subsidy budgets,and facilitating necessary forms for farmers.
- Initiated above-the-line activities by engaging with Tractors dealers,agricultural Equipement dealers,manufacturers,mechanics,welding and laite repair shops.
- Managed the appointment and performance of distributors and dealers,enhancing channel effectiveness and productivity.
- Facilitated government liaison activities at state levels to navigate regulatory environments and support sales objectives.
- Achieved year-on-year growth exceeding 100% in assigned territory through effective distributor and dealer strategies.
- Developed and implemented successful programs for distributor and dealer development,driving continuous business growth and market expansion.
- By successfully implementing business strategies in the assigned territory,contributed to the organization's growth beyond the local market,expanding its presence to a Pan-india level.

► Area Manager - Garware wall Ropes Ltd (Agri Division-Protected Cultivation),

Telangana, Andra Pradesh & Tamil Nadu-August 2017 – August 2020.

- Successfully participated in tender processes for subsidy Empanelment for shednets/poly houses,ensuring compliance and competitive bidding.
- Applied strong analytical skills to tap into villages,gaining insights into cropping patterns and providing informed suggestions to farmers.
- Demonstrated a solution focused approach in addressing farmer needs and requirements.
- Collaborated effectively with subsidy departments to obtain lists of interested farmers,initiating product benefits and foster community engagement.
- Conducted early morning visits to villages,engaging with farmers,influencers,Sarpanch and Village Accountants to understand cropping patternsand water resources,tailoring product presentations accordingly.
- Sucessfully secured sanctioned work orders from Relevant departments to execute Shednets/Poly houses projects.
- Appointed Dealers who were Empanelled to carry out projects on a Turnkey basis,ensuring smooth project execution and customer satisfaction.
- Strategically appointed Dealers across geographical areas for Shed Nets/Insectnet/Poly Films,addressing diverse farmer requirements effectively.
- Established strategic tie-ups with NGO's to promote Agricultural innovations and practices.
- Initiated breakthrough tie-ups with corporate houses to prmote urban farming initiatives,leveraging their buildings for agricultural purposes.

►Senior Business Development Manager-A.K.Surya Power Magic Pvt Ltd(Agri pumps)

Raichur, Koppal , Yadgir and Gadag Districts of Karnataka-July 2016 – July 2017 .

- Village visits to meet progressive farmers,Influencers and village Sarpanch to promote products/services.
- Demonstrated strong knowledge of geographical areas in assigned territory.
- Conducted needs assessments among farmers based holding and water sources,proving tailored solutions.

- Proactively established tie-ups with banks to facilitate subsidy and farmer loan processes.
- Appointed Dealers for Agri Solar pumps expanding market reach and product availability.
- Organized and Conducted Demo activities at Village farmers centres, effectively showcasing product features and benefits.

► Senior Sales officer -Jain irrigation systems Ltd (Solar & plumbing Division)

Raichur, Yadgir, Koppal & Bellari districts, of Karnataka-Dec 2010 - June 2016.

- Established and Developed Business from Inception in assigned territory.
- Appointed and Manage relationship to drive sales growth
- Spearheaded Territory expansion by appointing Dealers under assigned Distributors.
- Generated sales through effective market penetration strategies.
- Mapping geographical areas to optimize sales.
- Identify and Engaging with Prospective farmers to promote products.
- Assessing farmers needs and recommend suitable solutions.
- Organize road shows and demo van activities to showcase products.
- Collaborating with banks to facilitate Loan and subsidy tie-ups.
- Partnering with Agri Subsidy centres to promote products effectively

Soft Skills:

- Meeting Sales Goals
- Negotiation
- Sell to Customer Needs
- Motivation
- Sales Planning
- Build Relationship
- Manage Processes
- Market Knowledge
- Develop Budgets

JOB OBJECTIVE:

- ▶ Profitably increasing product sales.
- ▶ Enhancing Dealer Effectiveness.
- ▶ Ensuring customer satisfaction.

RESPONSIBILITY :

- Plan to ensure achievement of divisional and personal target, aligning with company sales policies & strategies.
- Manage, develop, control and motivate the sales force to develop their skill to ensure that a high professional standard is achieved and monthly sales target are met.
- Provide on-the-ground support for sales associates as they generate leads and close new deals
- Meet with customers to discuss their evolving needs and to assess the quality of our company's relationship with them
- Develop and implement new sales initiatives, strategies and programs to capture key demographics
- Continually develop knowledge of the business climate, applications and competition for his defined geography and accounts
- Develop, maintain and execute a territory plan
- Continually assess current business distribution channels, develop and evaluate their performance and manage conflict ensuring alignment with territory plans

PERSONAL PROFILE.

Name : Riyaz Abdul Gaffar

Father's Name : Abdul Gaffar Dumba

D.O.B : 24.12.1978

Languages known : English,kannada,Telugu,Hindi.

Nationality : Indian.

Religion : Muslim .

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,Raichur-584101,Karnataka