

AHAMAD NOUFAL SAALIM

Sales and Business Development

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📍 Dubai, U.A.E.



Professional Summary

Experienced **Sales and Business Development** professional with over **14 years** of expertise in the **UAE industrial equipment sector**. Specializing in **Lab & Industrial weighing, Marking & Coding, and Product inspection systems across various industries**, I possess strong skills in **client acquisition, team leadership, and strategic sales planning**. I have approved track record of **managing global brands and successfully securing high-value projects**. Additionally, I hold an **MBA** and demonstrate exceptional communication, operational, and relationship-building abilities.

Work Experience

Sales Manager

2011 - Present

Hi Matrix Measurement Laboratory LLC, Dubai, U.A.E.

- Spearheaded business development initiatives across various industrial sectors, including food, pharmaceuticals, petrochemicals, logistics, cement, and government laboratories, resulting in consistent double-digit revenue growth.
- Cultivated and maintained essential client relationships, securing long-term contracts and repeat business from major corporate accounts and government entities.
- Introduced and launched new global brands into the UAE market, thereby expanding the product portfolio and enhancing the company's competitive advantage.
- Led a high-performing sales team by conducting regular performance reviews, sales training sessions, and mentoring, aimed at improving team effectiveness and product knowledge.
- Defined and implemented Key Performance Indicators (KPIs) and Annual Operating Plans (AOPs) to ensure alignment with overarching business objectives.
- Developed strategic sales pipelines and forecasts utilizing CRM systems and market intelligence tools, which improved sales conversion rates by 20%.
- Managed end-to-end tendering processes for key government and private sector projects, encompassing pricing, compliance, and documentation, which led to the successful closure of high-value deals.
- Collaborated with technical teams to customize solutions based on client requirements, ensuring both technical viability and commercial feasibility.
- Delivered tailored demonstrations, technical presentations, and after-sales consultations to address client-specific challenges. Oversaw coordination with internal teams to ensure timely approvals, manufacturing clearances, dispatches, and payment follow-ups, significantly enhancing customer satisfaction.
- Streamlined business operations by implementing cost-effective practices, thereby reducing turnaround times for quotations and deliveries.
- Negotiated with suppliers and international vendors to secure competitive pricing for custom projects and high-value tenders.
- Developed and executed sales strategies to promote laboratory and industrial weighing products (Lab balance, weigh bridge, Industrial scale, tank weighing, X-Ray, Metal Detector, check weigher, inject printer etc)
- Participated in global training programs in Germany (focused on Checkweighers & Metal Detectors) and China (Industrial Weighing Systems), significantly enhancing product expertise and boosting client confidence.
- Collaborated with global brand partners, including industry leaders such as Mettler-Toledo, Radwag, Baykon, Digi, Cassel, Wipotec, Herma, Koenig & Bauer, Spiroflow, and others.
- Standardized internal sales reporting and dashboards to improve data-driven decision-making throughout the sales division.

Showroom Supervisor

Aug 2008 – Dec 2010

Home Centre, Mangalore, India.

- Oversaw daily showroom operations, including team supervision, inventory management, and visual merchandising, to ensure an exceptional customer experience.
- Collaborated with the Store Manager on procurement planning, seasonal stock arrangements, and promotional initiatives to achieve business objectives.
- Provided exemplary customer service by assessing client needs and recommending appropriate product solutions, which contributed to increased sales conversions and enhanced customer loyalty.
- Applied upselling techniques, resulting in a higher average transaction value and improved revenue per square foot.
- Trained, motivated, and managed floor staff to meet daily targets while upholding high service standards.
- Conducted team briefings and individual performance evaluations to ensure alignment with company objectives.
- Organized and executed in-store events, seasonal campaigns, and promotional activities, thereby enhancing brand visibility and increasing foot traffic.

Achievements

- Awarded **“Best Employee of the Year”** in 2013 at Hi Matrix for outstanding performance, consistent target achievements, and exemplary leadership in driving sales growth.
- **Received a certificate of appreciation letter from Hi Matrix** in 2018 for outstanding performance and lasting contributions to meet the divisional objectives.
- **Selected to attend a technical seminar in Germany** on advanced checkweigher and metal detection systems, strengthening product knowledge and application expertise for the UAE market.
- **Completed advanced sales training in China** on industrial weighing solutions, enhancing product positioning and consultative sales capabilities for B2B clients.
- **Successfully closed a high-value government contract worth over AED 1.5 million with Khalifa Port and Emirates Post**, involving complex proposal preparation, negotiation, and project execution.
- **Expanded client base across diverse sectors**, including food, pharma, petrochemical, logistics, and government labs, through strategic market analysis and relationship-building.
- **Introduced structured KPIs and Annual Operating Plans (AOPs)** within the sales team, improving tracking, accountability, and performance evaluation.
- Optimized sales operations by identifying process bottlenecks, implementing corrective actions, and reducing lead times for project delivery and procurement cycles.
- **Led successful product launches and brand campaigns** for international industrial equipment brands in the UAE, resulting in increased market visibility and sales uptake.

Technical Skills

- **Microsoft Office Suite:** Advanced Excel (Formulas, Pivot Tables), Word, PowerPoint
- **CRM Software:** Salesforce
- **Email & Communication Tools:** Outlook, Gmail, Zoom, MS Teams
- **ERP Tools:** Basic familiarity with procurement and sales modules
- **Sales Reporting & Dash boarding:** KPI/Performance Dashboards using Excel
- **Proposal & Tender Drafting:** Expertise in MS Word, Excel Cost Sheets, PDF Editors
- **Digital Research Tools:** Competitor Analysis, Market Research tools

Core Competencies

- Sales & Business Development
- Strategic Planning & Execution
- Client Relationship Management
- Operations & Cost Optimization
- Project & Tender Management
- CRM & Sales Forecasting
- Business Negotiation
- New Market Penetration
- Government Project Handling
- Team Leadership & Performance Management
- Market Analysis & Brand Development
- B2B Sales & Industrial Equipment Expertise
- Strategic Account Management
- Product Demonstration & Technical Sales
- Revenue Generation & Target Achievement
- Cross-functional Team Coordination
- Vendor Management & Pricing Strategy
- Presentation & Communication Skills

Education

Master of Business Administration (MBA) - Marketing

2008

Mangalore University, Karnataka, India.

Bachelor of Business Management (BBM) - Business Administration

2006

Mangalore University, Karnataka, India.

Personal Details

Nationality : Indian
Gender : Male
Passport Number : X7687797
Driving License : Valid UAE Driving License
Languages Known : English, Hindi, Kannada & Malayalam