



SHYAMLAL S

SALES | BUSINESS DEVELOPMENT

CONTACT INFO



Dubai , UAE



+971-544955953



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KEY SKILLS

Outdoor Sales & Client Acquisition

Business Development

Relationship Management

Lead Generation

Sales Strategy & Target Achievement

Market Analysis

CAREER SUMMARY

Driven and goal-oriented Sales & Business Development professional with over 2 years of hands-on experience in accelerating revenue growth, expanding customer base, and strengthening brand visibility across competitive markets. Skilled in outdoor sales, strategic lead generation, and high-impact client acquisition, with a sharp understanding of market dynamics and consumer behaviour. Recognized for strong interpersonal communication, persuasive selling techniques, and the ability to thrive under pressure in fast-paced, target-driven environments.

PROFESSIONAL EXPERIENCE

FINTREK MARKETING

Dubai, UAE | Sales Executive | Mar 2024 - Till Date

- Actively engage in outdoor field sales activities to promote and acquire new customers for various credit card products by visiting high footfall locations, corporate offices, and public venues.
- Educate potential customers on the features, benefits, and eligibility criteria of different credit card options to ensure transparency and improve customer confidence during the decision-making process.
- Consistently achieve and exceed daily, weekly, and monthly individual sales targets by adopting a strategic approach to customer engagement and lead conversion.
- Collect and verify necessary documentation for credit card applications while ensuring strict compliance with regulatory guidelines and company policies.
- Coordinate closely with internal processing and approval teams to monitor application status, resolve issues efficiently, and ensure a smooth onboarding experience for new customers.
- Maintain detailed records of customer interactions, inquiries, and transactions in sales logs or CRM tools to support reporting and performance evaluation.
- Build and sustain long-term relationships with customers by providing prompt support, addressing post-sale queries, and encouraging referrals through excellent service delivery.

EDUCATION

MBA- Master of Business

Administration- Marketing & HR

Brindavan group of Institutions,
Bangalore | 2021 | CGPA-6.9

BBA- Bachelor of Business

Administration- Management

Hindusthan College of Arts &
Science, Coimbatore
Bharathiar University | 2017
CGPA: 6.2

PERSONAL DETAILS

- **Nationality:** Indian
- **Date of Birth :** 06 - 05 - 1999
- **Marital Status:** Single
- **Languages Known:** English ,
Malayalam & Tamil
- **Technical Skills :** MS Office

PREVIOUS EXPERIENCE

JM LIFESTYLE INTERIOR PROJECTS PRIVATE LIMITED

Business Development Associate | Jan 2022- Feb 2023

- Focused on the Management and development of New Business in assigned territories- prospecting, establishing new buyers, setting objectives, meeting targets
- Implemented necessary business development strategies to accomplish breakthrough sales objectives while creating unique market-entry strategies
- Prepared sales and marketing plan in the form of price recommendations, pre-sales plan, post sales plan in conjugation with inputs from all departments
- Developed short term and long term business development procedures, engagement strategies and service standards; revenue expansion activities with key focus on top & bottom line profitability
- Maintained close contact with prospect customers, make sales call and visit them to suit their schedule/ convenience.
- Introduced and followed up suitable sales prospects Lead Negotiations, Coordinate Complex decision making process, and overcomes objections to capture new business opportunities
- Maintained regular & continuous relationship with existing and potential customers; constant study of the market and identified market trends to aid innovation and /or to meet the need(s) of customers

DECLARATION

I hereby declare that all the information furnished in this document is true to my knowledge and belief

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