



ASHRAFF BASHA

GLOBAL SALES EXPERT

A result-oriented professional with strength in driving sales process with an aim to generate revenue in Lighting Industry

Profile Summary

- Offering **over 11 years of rich experience** in Project Sales, Solution Sales, and Business Development across Lighting, Electrical & Electronics, and Automobile Industry
- Proven skills in **achieving the region wide sales target** and developing the business for new products & services; expertise in expanding market share, implementing promotional activities, generating new business, maintaining quality assurance, and targeting the potential customers
- A confident, persuasive **Key Account Manager** who has a strong professional demeanor, and a proven ability to create, maintain and enhance client relationships
- Skilled at **preparing bids & contracts**, responding to customer needs, and managing the sales process from opportunity identification to customer sign-off
- Expertise in ensuring the **after-sales project deliveries** on time and with agreed quality, cost & features
- Having a valid Oman Driving License

Core Competencies



- Sales & Marketing
- Key Account Management
- Territory Management
- Product Launch & Promotion
- Techno-commercial Operations
- Consultative Selling
- Market Analysis

Education & Credentials

2010

Bachelor of Engineering (Electrical) from Mohammed Sathak A.J. College of Engineering, Chennai

IT Skills

- Proficient in MS Office (Excel, Word, & PowerPoint)
- Hands-on experience in Dialux Evo Lighting software and AutoCAD (Basics)

Soft Skills



Career Timeline



Professional Experience

Apr' 2014 Till Date

Zubair Electric LLC, Muscat, Oman

Growth Path:

Apr' 2014 – Dec' 2020

Sales Engineer – Lighting

Jan' 2021 – Till Date

Assistant Sales Manager – Light Fitting Projects

Key Result Areas:

- Planning sales strategy and implementing tactics to ensure achievements of allotted sales & revenue targets for *Lighting Fixtures*
- Developing strong market knowledge of existing & potential clients and ensuring business growth opportunities aligned to company's strategic plans
- Providing in-depth analysis of markets, industry trends, competitors, & clients to improve strategic planning and decision making
- Managing bids & tenders and the entire bidding process right from initiation of the Request for Proposal (RFP) till complete bid submission and reinforcing the winning potential
- Focusing on designing and delivering value engineering based/ proposition sales activities; supporting sales leaders to secure high value projects / proposals
- Growing and maintaining existing customer and partner relationships in territory by utilizing question based selling methods to ascertain customers' needs to craft relevant solutions / products
- Tracking competition & construction market movement; evolving marketing & sales strategies in-line with the current market scenarios; driving new initiatives for the region

Significant Achievements:

Key Accounts / Projects:

- Police Academy Nizwa - R.O 0.5 million
- Border Post Complex & Police Station - Buraimi - R.O 0.5 million
- Regional Detention Centre - IBRI - R.O - 300K
- Regional Detention Centre - Buraimi - R.O - 300K
- Regional Detention Centre - AL Khoud - R.O 300K
- AL Mina Residence - R.O 285K
- Police Station Complex - Manah - R.O - 80K
- S.T.F. Salalah - External - R.O - 60K
- Training School & Coast Guard Police Station, SEEB - R.O 50K
- Bomb Squad Buildings at Various Locations - R.O 10K
- Bentley Car Showroom - Zumtobel Lighting - R.O 40K
- Jaguar and Land Rover Car Showroom - R.O 40K
- McLaren Car Showroom - Targetti Lighting - R.O 15K
- Lamborghini Car Showroom - IGuzzini Lighting - R.O 12K
- Volvo Car Showroom - RO - 10K

Major Brand Dealings

- Iguzzini – Italy
- OMS – Slovakia
- Simes - Italy
- Arcluce Spa, Italy
- RZB – Germany
- Fael Luce, Italy
- Zumtobel - Austria
- Orbik Lighting - UK
- Oldham Lighting
- Wilmar Lighting
- Sislee Lighting
- EME Lighting

Jan' 2011 – Jan' 2014

Flexible Automation Systems, Chennai, TN, India as Sales Engineer

Key Result Areas:

- Developed and executed sales of factory automation solutions; handled products and services in assigned accounts
- Contributed to the concept and detail of the design through to implementation, testing and handover
- Analyzed the customer's needs with respect to product offerings and proposed apt solutions to the customer to help they achieve their objectives

Jun' 2010 – Dec' 2010

A Basha Radiators, Chennai, TN, India as Sales Executive

Key Result Areas:

- Generated leads and built direct relations with Auto Parts Distributors, Gen-set Rentals, Trucks and Bus Sheds on daily basis for sales & service enquiries of radiators
- Submitted quotations and followed up for purchase orders & timely payments
- Handled a team of 2-3 members for service jobs

Conferences

- RZB-Germany factory situated in Bamberg, Germany and participated in World Lighting Conference held in 2017
- Lighting Fair Light Middle East, LME held in Dubai