

# 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

# **Education & Credentials**

# **Core Competencies**



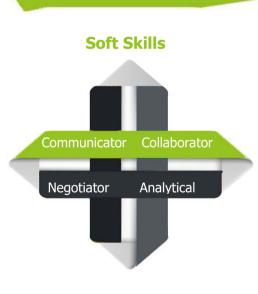
- Sales & Marketing
- Key Account Management
- Territory Management
- Product Launch & Promotion
- Techno-commercial
- Operations
- Consultative Selling
- Market Analysis

# 2010

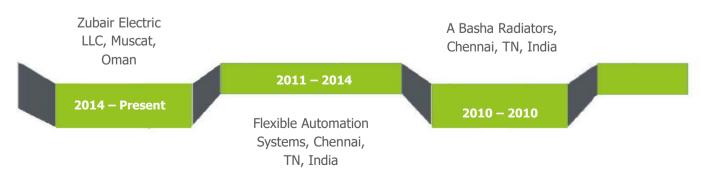
**Bachelor of Engineering (Electrical)** from Mohammed Sathak A.J. College of Engineering, Chennai

## **IT Skills**

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



# **Career Timeline**





# **Professional Experience**

### Apr' 2014 Till Date

# Zubair Electric LLC, Muscat, Oman

Growth Path:Apr' 2014 – Dec' 2020Sales Engineer – LightingJan' 2021 – Till DateAssistant 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

### 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 Ports 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

### **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