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# MUHAMMAD TALHA

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## Sales Distribution Operations -Brand & Trade Marketing

*I have accumulated more than 5 years hands-on Sales Operations & Marketing / Trade Marketing experience and an enviable consistent performance track record in leading multinational companies like EDEN ROBE, OPET LUBRICANTS ,Pepsi Cola SUKKUR*

### AREAS OF EXPERTISE

- **Sales& DistributionOperations.** *Worked in SUKKUR BEVERAGES PVT LTD as EXECUTIVE OF GTM AND TRADE MARKETING –CAPABILITY was responsible for PEPSICO vertical& Horizontal **Go to market** activities to fortify depth and reach in the market. Take strategic B2B business accounts to establish brand image and focus in the masses  
SOPS in sales operations are inducted to drive businesses in different channels to increase profitability and build efficiency in the system.  
Introduced the concept of Preferred Dealers to further increase distribution network in far flung areas & strong and robust secondary sales Follow-up with frontline*
- **Retail Operations.** *Having rich experience in building retail infrastructure /operations in FMCG in rural sindh and in all channels, I was also responsible to Go to market operations in Pepsi International. Engaged in major re- Orgs / route planning to build efficiencies and attain maximum profitability to improve effectiveness in the routes, score board concept was implemented in Sales Operations for better follow-up with the route salesmen on daily basis.*
- **Brand Building / Marketing.** *Handled leading FMCG brands / products in multinational companies. Involved in Marketing & Advertising in ATL / BTL activities, brand health checks & Launching and re-Launching of products Rationalization of product portfolio for efficient handling and maximizing profit*
- **Training & Team Building.** *Identifying needs to build execution skills in the Frontline sales via motivation & carrot and stick technique formats. Implemented BBT'S to improve market execution via MEM/TU/WEKA programs. Trained front line on objection handling /Merchandising for Impulse products, Implemented DSR review &Mid-day reports for GT information on execution in front line in sukkur beverages pvt ltd  
ATTENDENCE AND SALARY MAKING OF SALES TEAM  
HIRING OF PSRS KPO TEAM LEADERS AND CREATE PROFILE IN SYSTEM ALSO SOLVE THEIR IT RELATED ISSUES*

### PROFESSIONAL EXPERIENCE

**February 14 -2023 to Date: GTM EXECUTIVE – Sales &Marketing Secondary Sales & GTM Capability -SBL Sukkur Franchise Pepsi Cola**

- *Optimization, Designing and coverage in Pre –Sell & Spot Sell via agreed routes by Front line Sales Team*
- *Preselling induction 2024 180 routes must be introduced& Spot Sales 94 routes*
- *PSR SMART Sheet Dashboard designed implementation reports for secondary sales monitoring*
- *Route Rationalization and Profitability*

- **Training sessions: Back to Basic, Winning Every Customer, Distribution Management Pepsi way, Away from Home (AFH) 3V +E Pepsi capability program**
- **6 tutorial Training gear developed for front line PSRS & Frontline for achieving world class Market execution**
- ***BIG -6 category launched to focus on key categories to increase Market share in Franchise for Front line PSRS***
- ***Induction of 3500 chillers in 8 regions of SBL Franchise in one-year 2024***
- ***Inducted Trade Marketing agenda for 3000 outlets in 8 regions (Boards + AVH + Counter Branding & Outdoor advertising) as per Pepsi Cola guidelines***
- ***Special RYK project vs KO to increase Market share from Challenger to stronger category***
- ***Development of 79 distributors for Pre-sell distribution in 45 cities***
- ***Grooming Frontline for Pepsi Way Market Execution in 8 franchises***
- ***Developed Monitoring Cell for Presell & Spot Sell PSRS on daily basis on live monitoring to follow PSR***
- ***Implementation in Systems as per AOP assigned Targets in systems***
- ***Training and Development – All Managers in the System in all 8 regions***
- ***Develop and oversee GTM reporting and analysis processes to track sales performance, market trends, and KPIs via MRD Team***
- ***Collaborate with Sales Management to develop action plans for Strategic gains market opportunity in Sukkur Franchise***
- ***Contribute to policy development for frontline team hiring, firing, and job description assignments.***
- ***Provide on-field coaching to all senior management and frontline and conduct route diagnostics for***
- ***Liaison with Pepsi-Cola international on Marketing programs & New Launches of Brands & SKUS throughout the year 2024***

***August -2022 to JAN 10<sup>th</sup> -2023: ASSISTANT BRANCH MANAGER IN EDENROBE /FURROR IN SUKKUR***

- Retail Sales & Customer Service
- Visual Merchandising
- Inventory & Stock Management
- E-commerce & Digital Sales
- Point of Sale (POS) Systems
- Supply Chain & Logistics Coordination
- Marketing & Brand Promotion
- Social Media Marketing
- Team Leadership & Staff Training
- Sustainable Fashion Practices
- Vendor & Supplier Relation

***February 2021 to MAY 2022 –SHELL LUBRICANTS –AREA FIELD MANAGER***

Led the sales and marketing strategy for the lubricants division, Conducted market research and competitor analysis to identify emerging trends in the lubricants industry, leading to the launch of a successful eco-friendly product line coordinated product launches and managed product training for sales teams, ensuring clear communication of product features and benefits,

Conducted market research on competitor products and customer preferences to help shape future marketing and product development strategies.

- Warehouse Operations & Logistics
- Inventory Control & Stock Management
- Order Fulfillment & Shipping/Receiving
- Supply Chain Management
- Team Leadership & Staff Development
- Process Optimization & Lean Practice

*April 2018 to January -2021 – OPET LUBRICANTS TURKEY – SALES EXECUTIVE*

**Education & Training**

***2023 DONE BACHELOR IN ARTS FROM SHAH ABDUL LATIF UNIVEERSITY***

**CONDUCT OURMUN AS A DIRECTOR LOGISTICS ASMUN AS BRAND  
AMBASSADOR GKMUN AS A DELEGATE PAK AWAZ IN SUKKUR IBA  
UNIVERSITY AS DIRECTOR MANAGMENT**

**Computer Skills**

*Proficient in the use of MS Office, Word Perfect, Excel/ Power Point.*

*SAP functions / operations/HSC FUNCTIONS FOR ALL RETAIL OPERATIONS*

**Achievements / Extracurricular Activities:**

*Won Best Athlete Awards in DEBATES IN SINDH REGION.*

*Club Membership: Member of SUKKUR Gym Khana*

**PERSONAL DETAILS**

- *Nationality: Pakistani*
- *National I.D: 45504-9034679-5*
- *Date of Birth: 02 AUGUST 2000*
- *Marital Status: SINGLE*

***REFERENCES AND SUPPORTING DOCUMENTATION ON REQUEST***