

ADAM ALI

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Drives profitable sales growth by identifying untapped business opportunities and developing customer-oriented services/solutions.

Consultative Selling | Merchandising | Product & Services Diversification | Business Development & Growth | Customer Retention

- **Achieved \$20M+ sales and increased monthly gross revenue** from \$200K to \$800K within 24 months by cultivating robust customer relationships and implementing innovative marketing strategies and tailored sales techniques.
- **Accelerated business growth** by reinforcing a dynamic velocity approach; optimized inventory management and streamlined daily operations; ensured strategic acquisitions and merchandising, maintaining an optimal balance in inventory flow.
- **Secured Sales Engineer Certification**; acquired advanced skills in sales techniques, market analysis, product knowledge, and customer relationship management; learned Salesforce and HubSpot, enhancing operational efficacy in sales management.

Sales Strategy & Planning
Strategic Investment Analysis
Inbound & Outbound Sales

Inventory & Pipeline Management
Stakeholder Management
Prospecting & Outreach

Sales Coaching & Team Development
Up-Selling & Cross-Selling Strategies
Client Relationship Management

PROFESSIONAL EXPERIENCE

Dahlia Group

11/2015 – Present

Strategically drives sales through proactive customer engagement; analyzes client needs and provides tailored solutions; leverages extensive knowledge of the diverse inventory; enhances customer satisfaction to foster long-term relationships.

Sales Manager

08/2021 – Present

Spearheaded strategic initiatives to merchandise and sell a diversified inventory; championed market-based pricing, elevated monthly gross revenue, and ensured a competitive edge in the market. Streamlined sales processes and optimized daily operations through innovative software solutions. Enhanced customer acquisition and retention through tailored outreach strategies and value-added services, fostering loyalty and consistent business. Executed modern marketing strategies, increasing brand visibility and engagement. Oversaw completion of inventory, acquisitions, and sales goals and promoted cross-functional collaboration.

Strategic Business Growth

- Achieved 125% market control and the highest turnover; implemented robust pricing and marketing strategies, surpassing monthly targets and ensuring top performance in a competitive market.
- Increased the inventory scale to 120+ products through meticulous acquisitions; leveraged auctions and enhanced B2B selling.
- Secured \$MM accounts with local institutions; generated bulk sales using targeted outreach programs for high-value clients.
- Initiated digitalized marketing programs by relocating the budget towards social media campaigns and focusing on online brand recognition and engagement; developed and managed targeted promotions for products, optimizing digital outreach.
- Hired, trained, and supervised a sales force of 15 people; developed and implemented comprehensive training sessions with hands-on sales and negotiation experience.

Customer Acquisition

- Enhanced customer retention rate by 60%; initiated value-added services and offered enticing services and after-sales packages.
- Increased conversion rates from 35% to 65%; refined sales process and overcame customer objections through a comprehensive needs analysis and consultative selling.
- Boosted inbound sales conversions by up to 80%; refined business protocols and enhanced client interactions, ensuring prioritization of high-potential leads.

- Championed a 70% close rate on outbound initiatives and boosted upsells post sale by 50%; implemented robust sales strategies in collaboration with other departments and promoted additional available services and products.
- Mitigated customer acquisition challenges by leveraging relationships with banks and aiding in the approval of loans.

Inventory Manager

05/2017 – 08/2021

Maintained a \$MM inventory; implemented tactful purchasing strategies and ensured profitability and revenue generation. Hired, trained, and supervised 16 salespeople. Managed the CRM database and spearheaded strategic acquisition initiatives, optimizing inventory turnover and enhancing brand diversity. Employed advanced software tools to implement data-driven pricing strategies. Fostered inter-departmental collaboration, coordinated marketing activities, and implemented effective sales strategies. Developed streamlined reporting mechanisms, providing critical insights and facilitating strategic business decisions. Ensure auditory compliance.

- Elevated inventory turnover by 25%; sold ~3 units per day, ensuring aged inventory was efficiently wholesaled at optimal prices.
- Increased inventory scale from 50 units to 120+ units and achieved brand diversification; utilized multiple acquisition channels including auctions, trades, social media, and inbound sales, to acquire varied brands and attract a broader customer base.
- Leveraged data-driven insights from software solutions to analyze market demands in real-time and implement dynamic pricing strategies, ensuring competitive market pricing and maximizing profits.
- Surpassed sales targets consistently and mitigated investment losses via strategic pricing adjustments and improved sales through vigorous B2B marketing campaigns.
- Achieved Google rating of 4.7/5; implemented customer-centric engagement strategies, monitored customer feedback and lost sales, and offered value-added incentives, leading to improved customer satisfaction rate and positive feedback.
- Developed and delivered comprehensive weekly inventory reports; provided critical insights into inventory status, pricing, and projected profits to inform strategic business decisions.

Inventory Specialist

11/2015 – 05/2017

Led enhancements in trade valuation and product lifecycle management. Fostered contract transparency, promoting customer trust and loyalty. Instituted refined negotiation strategies and cost-effective reconditioning approaches, ensuring profitability. Consolidated B2C and B2B relations through principled negotiation and valuation strategies, laying the foundation for sustained partnerships.

- Cut remodeling cost/unit by \$1K; used economical vendor solutions and secured profitability while sustaining product excellence.
- Elevated brand visibility across online market and social media platforms; crafted compelling product descriptions and captivating posters, driving traffic to merchandised products.
- Strengthened in-house acquisitions; negotiated settlement terms with customers, leveraging software-derived pricing metrics and provided transparent value assessments.

PROFESSIONAL DEVELOPMENT

Certification:

Sales Engineer Certification, Careerist Tech

Expected Graduation: 10/2023

Bachelor of Business Administration, Empire State College, State University of New York

2017