



DILANKA ABEYRATHNA

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SUMMARY STATEMENT

I am a seasoned Sales Executive with a proven track record across multiple industries. My expertise spans from cultivating strong client relationships to driving revenue growth and consistently exceeding sales targets. I have hands-on experience in purchasing, market analysis, and contract negotiations, coupled with a keen ability to identify business opportunities and deliver exceptional customer service. Skilled in utilizing CRM systems and creating impactful presentations, I am eager to leverage my diverse skill set and results-oriented approach in a dynamic and competitive sales environment.

EXPERIENCE

Tele Sales Consultant

July 2024 - Present

Enjazat - Etisalat SMB Authorized Partner, Dubai, UAE

- Managed B2B sales, promoting internet services, SIM cards, CCTV Products (Hikvision), UTAP machines, and integrated TV services to corporate clients.
- Leveraged cold calling and lead generation strategies to identify potential clients, fostering strong relationships and driving sales.
- Delivered product knowledge and presentations, simplifying technical offerings to support informed decision-making.
- Utilized CRM systems to manage leads, structure the sales pipeline, and optimize customer follow-up, improving retention rates.
- Negotiated and closed deals, aligning client needs with company goals to drive revenue growth.
- Conducted market analysis, monitoring industry trends and competitor activities, and generated reports to inform sales strategies.
- Provided exceptional customer service, maintaining client satisfaction and fostering long-term partnerships.
- Maintained a high-energy, results-oriented approach, contributing to consistent deal closures and positive client experiences.

Sales Engineer

January 2022 - May 2024

Lumos Integrated Pvt Ltd, Colombo, Sri Lanka

- Conducted direct sales, promoting solar panels, inverters, lighting products, and electrical items to customers, achieving sales targets.
- Delivered product presentations and technical guidance, emphasizing the benefits of products sourced from China to meet customer needs.
- Built and maintained strong client relationships, ensuring repeat business and long-term partnerships.
- Negotiated and closed deals effectively, utilizing communication and persuasion skills to drive revenue.
- Monitored market trends and competitors, adjusting sales strategies to align with changing customer demands and industry shifts.
- Maintained detailed records of sales activities, customer interactions, and feedback using CRM systems to track progress and improve sales performance.

Sales Representative

February 2020 - December 2022

H & R Enterprises, Anamaduwa, Sri Lanka

- Promoted and sold soft drink products, including Elephant House, to retail shops, achieving sales targets.
- Built and maintained strong relationships with retail shop owners, providing personalized support to enhance customer satisfaction.
- Managed product distribution and stock availability, ensuring optimal placement and merchandising to drive sales.
- Analyzed market demand and tailored sales strategies to capitalize on growth opportunities.
- Maintained accurate sales records and generated performance reports to track progress and inform strategic decisions.

Warehouse Assistant

February 2019 - Dec 2020

H & R Enterprises, Anamaduwa, Sri Lanka

- Accurately tracked and organized inventory using software to streamline stock replenishment and order fulfillment.
- Picked, packed, and processed orders efficiently, coordinating with logistics for on-time deliveries and high customer satisfaction.
- Conducted regular product checks to uphold quality standards and minimize operational errors.
- Followed safety protocols diligently, participating in training sessions to promote a safe and compliant work environment.
- Collaborated with cross-functional teams to resolve issues and optimize warehouse operations through effective communication and teamwork.

EDUCATION

Bachelor of Engineering

May 2020 - 2024

Sri Lanka Technological Campus, Colombo

Foundations of Project Management

March 2024

University of Moratuwa

High School Diploma – Mathematics Stream

August 2018

Anamaduwa Central College

SKILLS

Hard Skills

- Microsoft Office (Word, Excel, PowerPoint)
- Product Knowledge
- Market Research
- Sales Reporting

Soft Skills

- Communication Skills
- Problem Solving Skills
- Negotiation Skills
- Time Management

REFERENCES

Mrs. Madushika Perera

PCM (SLIM), SLIM PgDipM (SL), CPM Asia
Assistant General Manager
Lumos Integrated Private Limited
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Mr. Ranji Abeyrathne

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H & R Enterprises
Distributor for Elephant House Soft Drinks
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