

Muh Andry Pratama

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Jl. Jipang Raya Lr. II No. 30 - Makassar

RETAIL SALES SULAWESI & MALUKU

As a Retail Sales for Sulawesi & Maluku. I am responsible for overseeing retail sales operations in the coverage area. My role involves leading SPG team, developing sales strategies, and building strong client realtions to drive business growth and achieve sales targets. Additionally, I focus on capability development, performance appraisal, and customer engagement to ensure the success of sales processes.

KEY COMPETENCIES

Client relationships
Strategic planning
Sales Strategies

Financial reporting
Negotiations
Business development

Team leadership
Communication
Data Analyst

PROFESSIONAL EXPERIENCE

PT. American Standard Indonesia

May 2024 - Dec 2024

Retail Sales Sulawesi & Maluku

- Overseeing retail sales operation in Sulawesi & Maluku.
- Developed SPG/SPB for achieving sales target.
- Maintaining good relationship with existing distributors in coverage area.
- Store activation & store display execution.
- Building strong client relationship to drive business growth and achieve sales target.

PT. HM. Sampoerna

Sep 2023 - Feb 2024

Retail Engagement Executive

- Maximised brand awareness through strategic face-to-face marketing and product promotion.
- Networked effectively to build profitable, loyal relationships with key retail decision-makers.

PT. Heavenly Nutrition Indonesia

July 2022 - Feb 2023

Area Sales and Distribution Supervisor

- Developed team communication and information for meetings.
- Strengthened merchandising and promotional strategies to drive customer engagement and boost sales.
- Market Penetration.
- Promotion plan in Modern Market.
- Store activation & store display execution.

PT.BNI Life Indonesia

Jan 2019 - March 2020

Worksite Open Market

- Approached potential clients by using direct marketing mailings and phone contacts.
- Cultivate new business by offering presentations on financial well-being to individual and groups on term and whole life insurance.
- Determined client needs and financial situations by listening and scheduling fact-finding appointments.

EDUCATION

Yogyakarta State University

English Language and Literature