

# Sultan Emadi (BA)

General Manager – Sales / Evaluation Specialist

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## Objective:

Dynamic & resourceful sales leader with 25 years' experience in mining, construction machinery & material handling equipment across global markets. Comprehensive experience in auctions, team management, equipment evaluation, business development & customer relationship management. I aim to drive sales growth, build strong client relationships & network while leading teams to exceed sales targets and enhance customer satisfaction.

## Skills:

- Business Planning
- Leadership & Coaching
- Sales Team Management
- KPI setting & Achievement.
- Negotiation & Client Relationship Management
- Fleet Management
- CRM Implementation & Management
- Financial Forecasting
- Multilingual Communication
- Decision Making & Problem Solving
- Procurement & Equipment Valuation
- Revenue Growth

## Experience:

### **Partner – New & Used Equipment.**

YSSE Inc.

Toronto - ON. Canada

January 2022 – Till date

- Oversee the procurement, valuation, and sale of new and used construction and mining equipment, managing all aspects of business operations from inventory control to client negotiations.
- Perform detailed market research and analysis to identify industry trends and emerging opportunities, securing a strategic market position.
- Foster enduring relationships with a wide network of suppliers and customers, contributing to consistent annual growth in business volume.
- Create and execute strategic marketing plans, including digital marketing and community outreach, to expand the customer base and increase brand visibility.
- Handle all financial operations, including budgeting, financial forecasting, and cost management, to ensure profitability and maintain financial health.
- Negotiate purchase and sales contracts, aiming for favorable terms that support long-term business success.
- Address and resolve operational issues to maintain seamless business operations and ensure customer satisfaction.
- Establish and maintain safety and maintenance standards for handling and operating equipment, complying with industry regulations and standards.

### **General Sales Manager Used & Rental Department**

Komatsu

Toronto - ON. Canada

March 2018 – December 2021

- Directed the used and rental department, managing all aspects of inventory control, pricing strategies, and sales operations to optimize performance and profitability through decisive leadership and strategic planning.
- Led and motivated branch managers and sales teams to exceed their sales targets by implementing strategic initiatives and providing ongoing support.
- Cultivated and expanded a client network, skillfully negotiating and finalizing deals to boost revenue and expand market share, reflecting strong decision-making capabilities.
- Oversaw the integration of rental department operations, enhancing inventory management and ensuring the timely fulfillment of customer and sales requests, based on strategic decisions to streamline processes.
- Authorized pricing adjustments and approved purchase orders, ensuring competitive positioning and financial oversight, demonstrating a strategic approach to market dynamics.
- Orchestrated the buying, selling, and packaging of used equipment to enhance the company's fleet and operational efficiency, driven by strategic asset management.

- Led collaboration with the service department to enhance customer satisfaction, swiftly resolving issues and ensuring robust after-sales support, guided by strategic customer service objectives.
- Strategically partnered with the marketing team to effectively promote inventory and sales initiatives, increasing visibility, and driving sales growth, showcasing adeptness in strategic marketing and promotional planning.

### **Sales Manager - Used & Rental Department**

*Caterpillar*

*Toronto - ON, Canada*

*January 2016 – February 2018*

- Led daily sales and rental operations, working in close partnership with senior management to ensure strategic alignment with corporate objectives.
- Proactively located, and assessed used and rental machinery, providing critical input to enhance product offerings and meet customer and team requirements.
- Provided leadership in collaboration with sales representatives, delivering essential machine specifications and pricing information to enhance sales efficiency.
- Oversaw the development and implementation of pricing strategies and promotional activities for used and rental equipment to maximize market penetration and profitability.
- Directed cross-functional coordination among branches, parts departments, and technicians to ensure equipment is prepared and configured to meet specific client needs.
- Authorized and reviewed purchase orders from the sales team, ensuring procurement processes were efficient and aligned with strategic business goals.
- Collaborate with the management team in formulating and executing the annual equipment rotation plan, optimizing asset utilization and lifecycle management.
- Managed a demanding workload in a fast-paced environment, demonstrating exceptional problem-solving skills and the ability to make critical decisions under pressure.
- Spearheaded the creation and execution of targeted marketing strategies, significantly increasing sales volume and expanding the customer base.
- Conducted in-depth market research to understand trends and customer needs, leveraging insights to inform strategic decisions on pricing and inventory management.
- Resolved customer issues with a focus on maintaining high satisfaction levels, effectively managing complaints and disputes to secure customer loyalty and repeat business.

### **General Manager – Sales & Evaluation Analysis**

*Worldwide Auctioneers Ltd.*

*Dubai - United Arab Emirates.*

*October 2010 - August 2015*

- Directed the sales team by providing training, guidance, and performance evaluations, ensuring seamless operations and superior customer service.
- Led sales meetings, fostering a culture of continuous improvement, and implementing solutions and suggestions.
- Conducted extensive international travel for client meetings, extending auction invitations and significantly boosting contract finalization and client satisfaction through dedicated interactions.
- Oversaw machinery inspections, pricing packages, and demonstrated expertise in the operational, sales, and logistics aspects of the business.
- Collaborated with senior management to develop strategies for maintaining and enhancing market share, discussing corporate accounts, and monitoring sales growth.
- Managed and authorized contracts and commissions, ensuring adherence to company guidelines.
- Thrived in a fast-paced environment, effectively addressing client issues, and enhancing customer relations.
- Designed and implemented comprehensive sales and marketing strategies that significantly increased sales and revenue.
- Performed in-depth evaluation analyses of consigned items using market research, historical data, and expert knowledge to set optimal pricing strategies accurately.
- Established strategic partnerships with dealers in local and international markets, negotiating the acquisition of premium auction items under favorable terms.
- Worked closely with the marketing team to execute impactful promotional campaigns across online platforms, social media, and targeted advertising, considerably expanding market reach and attracting a diverse clientele.
- Monitored auction performance metrics, analyzed sales data, and generated detailed reports for senior management to pinpoint improvement areas and refine strategies for optimal outcomes.

- Represented the company at local and Middle East trade shows, boosting brand visibility and forging strategic industry relationships.

**General Manager - Used Heavy Equipment Division**

*Sumitomo Corporation – Komatsu Division*

*Dubai - United Arab Emirates.*

*January 2007 - September 2010*

- Setting the monthly operations and preparing annual sales targets.
- Led a team of sales representatives and equipment technicians, providing training, guidance, and performance evaluations to ensure a high level of customer service and efficient operations.
- Able to meet the department sales target and achieved superior customer service results.
- Report the current market movements of construction equipment and mining machines to senior management.
- Controlled and managed sales related expenses and annual budget.
- Provide status reports to Management as to achievement of goals and objectives.
- Grow and develop customer relationships and loyalty to increase market shares.
- Managed international procurement and conducted meticulous inspections, driving the successful sales of machinery across continents, ensuring global reach and operational excellence.
- Developed and implemented a comprehensive sales strategy for used equipment, resulting in an increase in annual revenue.
- Cultivated and sustained global partnerships with equipment dealers, contractors, construction firms, and rental houses, strategically sourcing high-quality used equipment and broadening the customer network.
- Implemented effective marketing initiatives, including online listings, trade shows, and targeted advertising, to promote the inventory of used equipment and attract potential buyers.
- Negotiated sales agreements, contracts, and lease agreements, ensuring favorable terms and conditions for both the company and customers.
- Oversaw equipment refurbishment and maintenance processes, ensuring equipment met quality standards and safety regulations.
- Collaborated with finance and accounting departments to manage equipment inventory and analyze profitability.

**EDUCATION**

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- **University of Lincolnshire and Humberside – United Kingdom.**
    - Bachelor of Art – International business
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