

## **Abdul Razzaq** B.S (Electronics), MBA (Marketing)

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### **DEPUTY MANAGER SALES| VALUE SELLING & CUSTOMER CENTRIC SPECIALIST**

An accomplished & result oriented Deputy Manager Sales (North Region) with extensive experience in B2B SALES & BUSINESS DEVELOPMENT & BUILDING MATERIAL RELATED TECHNOLOGY SELLING Products & services in the North & South Region. Strong ability to learn and comprehend the KEY ACCOUNTS FROM THE MANUFACTURING INDUSTRY & HIGHRISE COMMERCIAL BUILDING PROJECTS. Additionally, Vast Experience related to Building Management System (BMS) & ELV System, Renewable energy & Data Centre solution.

Overall 09 years' experience, Currently Deputy Manager Sales (North Region) at Greaves Pakistan Private Limited (A Part of Ghulam Faruque Group) with responsibility for annual sales of PKR500 million & full management of a Sales team of 5 full time staff. Previously held Assistant Manager Sales position with Shan Controls Pvt Ltd.

Looking for a Sales Specialist Position who is focused on delivering results and prioritizes customer satisfaction, and Proficient in effectively managing technical workflows to ensure projects are completed in a timely manner.

### **AREAS OF EXPERTISE**

- **B2B Sales & Business Development:** Strong appetite towards revenue generation from Key accounts within the assigned North Territory while targeting Textile, Pharmaceutical, FMCG, Hospitals, Educational Institution, Mall & Apartments etc.
- **Building Management System (BMS):** Automation, control & ELV system aptitude for AHU's, FCU's, Central Plant room, Room Pressure Monitoring, Energy audit, CCTV & other security solutions. Extensive expertise in Johnson Controls Product line including sensors, switches, Flow meter, Valve Actuator, Controllers.
- **RFID/BLE Based ICT Solution:** LF/HF/UHF based RFID technology with BLE (Bluetooth Low Energy) expertise.
- **Technology Sales:** Proper technical objection handling & try to extract from customer what he wants in order to get the job done. Fact based details from your experience which best exemplify your expertise in this area.
- **International Exposure (US & CANADA Region):** Expertise in remote based Technology Sales for the US & CANADA Market.

### **SELECTED CAREER HIGHLIGHTS & ACHIEVEMENTS**

**Greaves Pakistan (Pvt) Ltd – Transforming an underperforming Sales team to sell PKR500 million annually.** Appointed Dy. Manager Sales of a struggling company. Understood the nature of the business and cut overheads, optimized operating costs and transformed marketing and team performance to return the business to profit.

**Awarded Sales Employee of the year in 2019.** Recognized with “Employee of the year” award for winning two PKR10+ million projects. Set the bar for other sales colleague & portrayed a sign of strong appetite towards project winning.



## PROFESSIONAL EXPERIENCE

**Deputy Manager Sales (North), Greaves Pakistan Pvt Ltd.**

**Dec' 2020 –Present**

*Greaves Pakistan a part of Ghulam Faruque group is a B2B Engineering based service provider company.*

I am working as a Deputy Manager Sales in North Region., Reporting to Country Head Sales. It's business model is related to selling building material related products & it's services like Pumps, Generator, Elevator, Solar, UPS Etc.

- **Volume & Profit:** Identify the right customers in the assigned geographical area. Certify the identified customer assuring compliance commercially and technically.
- **Working with Key Stakeholders:** Make phone calls & regular visits to potential B2B clients.
- **Focus on Targets:** Achieving sales target of PKR500 million per annum, sells products & systems to customers, focusing on volume and profitability targets for assigned Business Units/Product Groups.
- **Effective Customer Relationship:** Establishes and maintains effective customer relationships with MEP Consultants & Contractors to understand customer needs promote customer understanding of full product & systems/ services offering and align to provide a solution.
- **Effective Sales Technique:** Meeting or surpassing the monthly sales target by making approximately 80 calls/day & 5 visits/day for the follow-up.
- **New Market Opportunities:** Identifies and drives the development of new market opportunities in the designated market and ensures know-how sharing and cross-collaboration.
- **Offer Preparation:** Prepares offers in coordination with the bid and proposal department and/or the Marketing Manager.
- **Techno-commercial Acumen:** Ensures appropriate technical and financial aspects of offers, including prices and trading conditions.



**Assistant Manager Sales, Shan Controls Pvt. Ltd**

**Sept' 2017 –Nov' 2020**

*Shan Controls (Johnson Controls) is a BMS & Control System solution provider company.*

My job nature is related to Sales & Business Development, Reported to GM Sales. This role needs technical Acumen Mind-set who has to achieve maximum market share.

- **Meeting Sales Target:** Ensuring sales target of PKR 50 million on annual basis or whatever assigned by the top management.
- **Profit Maximization:** Focusing on profit maximization through creating detailed report & presentation on Pricing models & its strategies in order to uplift company P&L account.
- **Value Selling:** Giving technical presentation by adding value addition. In many successful dealing, I figured out FAB (Features, Advantages, Benefits) to the customer.
- **Relationship Building:** More focus towards networking with MEP Consultant & Contractors & then mingle with them. In order to grab more precise updates from client end. Maintain, enhance, and leverage current business relations with clients and accounts, and consultants
- **Customer Centric Approach:** Early engagement in the customer buying process, diagnosing customer need and tailoring solution. Empathize!
- **Creating new market Opportunities:** Make phone calls to potential clients in the service contractor industry, including HVAC, electrical, mechanical, and other related contractors.

- **Lead Sales Team:** Monitor performance of sales team, re-allocating resources to improve overall results. Leading a team of 3 Sales representatives.
- **Business Objective:** Build the market plan, the “go-to-market” strategy and business objectives while ensuring business objectives are aligned with company objectives. Like the ability to provide strategic focus and planning to develop new and retain existing business
- **Vendor Enlisting:** Drive the “pre-qualification” and registration; update the registration of JC on the vendor/approval lists of client’s accounts.
- **Sales Operation:** Meeting or surpassing the monthly sales target by making approximately 60 calls per day.
- **The Finisher:** To negotiate and finalize proposal with the clients in order to close deal.



#### **Tech Sales (Remote), GAO Group of Companies.**

**March’ 2014 – August’ 2017**

*GAO RFID Inc. is a subsidy of GAO Group of company (US & CANADA based Company) specialised in RFID/BLE based solutions for the International based target customers specifically US & Canada.*

- **Lead Generation:** Generating leads through digital marketing like LinkedIn, Google Map, Email Marketing, CRM Software etc.
- **CRM Software:** Monitoring, analysing & converting CRM software based leads to maturity.
- **Solution Oriented:** More focus towards solution of a problem & giving the best possible option at client end.
- **After Sales Support:** Resolving client issues generating after product faulty & any other malfunctioning.

#### **EDUCATION & PROFESSIONAL QUALIFICATIONS**

MBA (Marketing) from Institute of Business Management (IoBM).  
 B.S (Electronics Engg.) from Sir Syed University of Engg. & Technology.  
 F.Sc (Pre-Engineering) from NCR College.  
 SSC (Biology) from F.G Public School

April’ 2017-Aug’ 2020  
 Jan’ 2010-May’ 2014  
 Aug’ 2007-Aug’ 2009  
 July’ 2005-April’ 2007

#### **OTHER INFORMATION**

Languages: Urdu, English, Pashto, Hindi

Years of Experience: 09 yrs.

Date of Birth: 07-Jul-1991

Residential Address: First floor, House no. 1734, street # 91, sector I14/3, Islamabad.