



Amjad Mahmood

Experienced Sales & Marketing Professional



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Why Amjad?

- Accomplished and experienced sales & marketing professional having 20+ years of demonstrated expertise in business development, sales & marketing management, business expansion, distribution management, key accounts management, market's competitive analysis, sales analysis, promoting company products, and brand building
- Highly skilled in developing and executing marketing strategies that establish, improve & enhance brand performance. adept at product positioning & launch, category management, market share rating with extensive knowledge of consumer behavior; detail-oriented professional able to analyze market data and design customer focused resolutions
- Result-oriented professional having skills in networking, building, consolidating & promoting business relations, efficient in engaging with clients and providing excellent customer support. Proficient in trend analysis, strategic marketing, needs' identification, and market distribution. Has communication, interpersonal, analytical, and problem-solving skills

CORE STRENGTHS & ENABLING SKILLS

- Sales & Marketing Management
- Business Development
- Territory Management
- Strategic Planning & Analysis
- B2B Sales Management
- Brand Awareness/Development
- Key Accounts Management
- Contract Negotiation
- CRM & Customer Loyalty
- Business Reporting Skills
- Team Building & Leadership Skills
- Communication & Presentation Skills

PROFESSIONAL EXPERIENCE

Watton Tobacco Company

Area Sales Manager at Sukkur. Jan 24
Manage sales, distribution, and development

Royal Tobacco

Working as a Territory Manager at Muzaffargarh Dec 21 to Dec 23

Samson's Group of Companies, Pakistan

Working as "Assistant" Manager Trade Marketing", March 2015 till November 2021

Responsibilities/Accomplishments:

- Streamlining trade marketing activities of South regions. Ensuring achievement of monthly, quarterly & annual sales volume and value targets of assigned regions; developing new business and making sure optimal revenue generation from existing business
- Fostering positive business relations to enhance growth and handling launch of new products and brands. Adroitly PPOSOM and keeping record of installed merchandising articles and do censes half yearly for updating
- Assuring effective utilization of trade budget to maximize advantage and executing in-store promotions, price deals, merchandizing, placements and product assortment. Identifying issues hampering business growth and suggesting corrective actions; arranging company events and meetings

Philip Morris Pakistan Limited, Nawabshah, Tando Adam, Pakistan

Worked as "Whole Sale Executive", August 2013 - January 2015

Responsibilities/Accomplishments:

- Achieved maximum sales profitability, growth, and account penetration within assigned territory and/or market segment while efficiently selling company's products and related services. Handled cold calling and secured new business accounts/customers; promoted, sold, and secured orders from existing and prospective customers
- Established, improved, and maintained business relationships with existing and prospective customers in assigned territory/market segment to generate new business for organization's products/services
- Resolved customer complaints and issues through frequent visits and telephonic conversation. Coordinated sales effort with marketing, sales management, accounting, logistics and technical service groups
- Analyzed territory & market's potential and determined. Created and managed customer value plan for existing customers while highlighting profile, share and value opportunities. Identified advantages and compared organization's products & services while devising and organizing personal sales strategy by maximizing return on time investment for territory and segment
- Kept abreast of product applications, technical services, market conditions, competitive activities, advertising and

promotional trends through reading of pertinent literature and consulting with marketing and technical service areas. Participated in trade shows and conventions and reported directly to wholesale manager

Philip Morris Pakistan Limited, Nawabshah, Sanghar, Pakistan

Worked as ***“Territory Sale Executive”***, May 2007 – July 2013

Responsibilities/Accomplishments:

- Spearheaded, guided and motivated team of 4 to 6 distributor sales representatives. Ensured accomplishment of monthly, quarterly & annual sales volume targets of assigned territory; administered day to day sales operations. Guaranteed appropriate maintenance of company merchandized dealer shops and other assets of assigned dealers
- Executed and monitored section business plan in line with business objectives; assured effective communication & implementation of sales cycle plan activities and communication strategy. Submitted timely reports required by regional sales office; updated town wise census of outlets every year and ascertained proper coverage
- Conducted marketplace analysis and trend analysis besides competitors' activity monitoring. Developed territory and handled market penetration and sales execution strategies to consistently attain and exceed goals
- Ensured fulfilment of clients' present and future needs through consultative engagement and solutions selling. Promoted new products, special deals, and directed sales focus to identify and uncover opportunities
- Advised customers about delivery schedules and after-sales service; recorded orders and sent details to company's authorized distributor/sales office. Fostered environment of open communication and provided feed on sales trends

Additional Experience:

- Worked as ***“Area Sale Officer”***, at IBL, Tando Adam, Nawabshah, Pakistan (May 2004 – April 2007)
- Worked as ***“Activity Supervisor”***, at M/S Contact Plus & Marketing Works (Pvt.) Limited, Pakistan (June 2000 – April 2004)
- Worked as ***“Franchise Manager”***, at Value Chicken (K&N) M Artel Poultry International Pakistan (January 1999 – May 2000)

PROFESSIONAL TRAININGS

- ***“Creative Problem Solving & Decision Making”*** conducted by Navitus (Pvt.) Limited, Pakistan (October 2009)
- ***“Selling & Merchandising Fundamentals”***, conducted by SOD Lakson Tobacco, Karachi, Pakistan (April 2009)

PROFESSIONAL QUALIFICATION

- **University of Sindh, Jamshoro, Pakistan BA(1993)**