



MALIK FAROOQ HAYAT

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PROFESSIONAL SUMMARY

I am certified professional sales leader with over 10 years of sales experience, in identifying new potential leads, finalized that deals in individually or coloration with internal partners. I am leading a sales team. I have experience in **Project, Retail & dealer network sales**. having ability to consistently achieve sales target. Looking a sales position where I can utilize my expertise & skills to increase company revenue.

EDUCATION

MBA (Marketing) – Riphah International University ISB (Pakistan) Year 2007- 2009

EXPERIENCE

Assistant Manager (Dealer network) *October-2021 –Present*
SHABBIR TILES & CERAMICS LIMITED



Senior Sales Officer (Project + Housing). *April 2016 –to- SEP 2021*



Area Sales Manager (Project + Retail) *May-2019– Aug-2020*
Paklite Electrical Industries Pvt LTD



Sales Officer (Retail) *October 2009 – September 2012*
Interwood Mobel Pvt.Ltd



Job Description: SHABBIR TILES & CERAMICS Ltd.

- ❖ To develop and execute marketing strategies to achieve sales target.
- ❖ Sales generation from existing dealers in assigned territory through available stock
- ❖ Conduct quarterly training section of tile fixer & dealers to boost secondary sales.
- ❖ Deals with customer on dealer shop to educate and trained his sales staff
- ❖ To open sub dealers to achieve monthly sales target smoothly.
- ❖ Update about competitor's activities (Merchandizing, promotion, new development, Prices etc.) and also know about offering deals and discounts.
- ❖ Visited to annoyed dealers and retrieved to do business with us in better way.
- ❖ To resolve dealers' issues related to late deliveries, complaints & quality issues.
- ❖ Daily base Payment follow up and maintain invoices/ledger/opening & closing balances.

Job Description: BERGER PAINTS PAKISTAN Ltd.

- ❖ Market survey on regular basis to observe market demand & competitor activities.
- ❖ Daily visit on different housing societies / Plaza's / Domestic & commercial Projects and to identifying new business leads.
- ❖ Meeting with ARCHITECTS, DEVELOPERS, ENGINEERS & PROJECT MANAGERS.
- ❖ Meeting with Procurement Dep't, give him Demonstration & brief him about new company products and its features.
- ❖ Give suitable initial proposal with two to three different options. As per their budget and requirement also give competitor comparison
- ❖ Booked an order complete its Documentations and finalized its payment and delivery schedule.
- ❖ Handle any shortfall wrong delivery or late deliveries.
- ❖ Conduct painter parties with technical staff to brief about new paint products.
- ❖ Present, promote and sell our premium products
- ❖ To attend internal and external shows & events on behalf of company.
- ❖ To set targets for sales team and provide him technical and management support to achieve territory target.
- ❖ To trained entry level staff into valuable salesperson.

Key Achievements:

- ❖ I am a sales trainer.
- ❖ 90% target achiever
- ❖ 100% collection on every month.
- ❖ Continuously achieved quarterly incentive.
- ❖ Spoke person of company in any sales exhibitions.
- ❖ Re-Active dead dealers and generate company revenue.
- ❖ Explore untapped & outstation market to find out positive leads.

Projects

Axis Mall (Faisal Town)
Kuwait Embassy
Lucky cement
PTCL
AWC
Pakistan Army (FCNA)
World Population Foundation
Petroflo Pvt Ltd
Bestway cement

NADRA
EOBI
Aga Khan Agency
Karakoram University
Pakistan Atomic Energy
Quality Aviation
Benazir Income Support Program
APS School West ridge RWP

SKILLS

Excellent Selling & Negotiation Skills
Analytical & Interpersonal Skills
Highly Leadership & convincing Skills
Have ability to handle critical issues

Manage and Evaluate Business Plans/ Strategies
Excellent skill to provide after sales services
Customer Services & Communication Skills
fully update about competitors' activities