

Muhammad Faisal Ayaz

Sales Manager

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Date of Birth: 02 August 1993

Address: Islamabad, Pakistan



Objective:

To join a company that has strong culture of professionalism, supports career growth and recognized individual contribution, to contribute and impart knowledge, technology and experiences acquired from previous trainings and works.

Career Highlights:

Experienced Mechanical Engineer with 5 years of experience. Skillfully combines technical know-how and business acumen for driving growth. Proven in key account management, government tenders, and expanding indirect channels. Recognized for innovative solutions aligning technical expertise with business goals.

Education

- Bachelor in Mechanical Engineering, University of Wah, Pakistan (2013-2017)

Professional Certifications and Trainings

- Sales Pipeline Management
- B2B Management
- Machinery Lubrication Analyst- I
- ISO 9001 QMS (IRCA Approved Lead Auditor)
- ISO 14001 EMS (IRCA Approved Lead Auditor)
- ISO 45001 OHS&MS (IRCA Approved Lead Auditor)
- Machinery Lubrication Analyst- I

Company Name: MAL Pakistan Limited

Duration: January 2022 - Present

Designation: Area Sales Manager

- Conduct market research and analysis to identify potential growth opportunities, market trends, and customer needs in the target sectors.
 - Build and maintain strong relationships with key customers and stakeholders, addressing their concerns and providing effective solutions.
 - Identify and pursue new business opportunities, including identifying potential clients, negotiating contracts, and closing deals.
 - Build and maintain strong relationships with Industrial Distributors in the Islamabad and KPK region, ensuring effective distribution and availability of Mobil Products.
 - Set sales targets for Industrial Distributors and closely monitor their performance, providing guidance and support to ensure targets are achieved.
 - Develop and implement strategies to increase Mobil Products' market share in the Industrial sector of Islamabad and KPK, including identifying potential customers and conducting competitor analysis.
 - Analyze market trends, customer demand, and historical sales data to accurately forecast product demand and ensure sufficient inventory levels.
 - Ensure excellent customer service and support by addressing customer queries, resolving complaints, and coordinating with internal teams to provide timely solutions.
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✓ **Company Name:** Jaffer Brothers Pvt Limited

Duration: June 2019- December 2021

Designation: Technical Sales Support Engineer

- Provide technical support to customers and sales staff including problem solving, troubleshooting and application advice for front line technical issues. This includes proactively approaching customers to support sales team for conversion to Shell & JBL and also handling customer complaints/claims and oil analysis. Independently provide basic failure diagnosis for lubrication related failure. Understand customer's processes and identification of problem and its solution and/or advise where Shell & JBL can add value in their system. Work closely with local sales, to provide appropriate technical support and knowledge to maintain and gain business in line with business strategy (through coaching visits and classroom sessions).
 - Differentiate Shell & JBL products and demonstrate CVP's versus competitor products. Carry out joint and individual visits to new and existing customers providing technical proposals /assistance to generate sales opportunities, with both existing and new products Provide lubricant related advice to customers and recommend appropriate Shell & JBL products for specific application.
 - Analyze and provide feedback on oil analysis reports Develop value calculators for distributor (application wise/product wise).
 - Conduct & prepare reports for customer plant/equipment audits, lubrication surveys, product rationalization audits and conduct field trials, as necessary to support the overall business strategy.
 - Provide Feedback on business cases, field trials, technical market information and trends, competitor activities, customer feedback.
 - Generating overall sales growth of Diesel Engine Oil by completing monthly targets.
 - Technical Training: Develop and deliver appropriate lubricants training to sales staff to develop their expertise, as well as tailored training packages for customers where required.
 - Ensuring 100% HSSE compliance at Distribution office, warehouses and vehicle infrastructure.
 - Ensuring 100% compliance to Shell & JBL business ethics & code of conduct.
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Company Name: **Qarshi Industries (Pvt) Limited**

Duration: August 2018 - May 2019

Designation: **Executive QHSE**

Key Responsibilities

- Maintaining ISO- 9001 and ISO 14001 documentation.
 - Conducting internal and external audits of ISO-9001, ISO 14001.
 - Implementation of safe practices.
 - Trainings to all staff, visitors, new hiring managers/staff.
 - Regular inspections for safety compliance through daily visits in organizational premises.
 - Communication with internal team related to safety issues.
 - Vital role in promoting safety culture in the organization.
 - Controlling maintenance activities regarding HSE Protocols.
 - Oversees installations, maintenance and disposal of substances.
 - Conduct risk assessments and enforce preventive measures.
 - Takes part in accident/incident investigation.
 - Continual improvement in safety programs.
 - Development of safety program on the site as per requirements of ISO-45001.
 - Conduct safety meeting on weekly basis.
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✓ **Company Name:** **Oil And Gas Development Company (OGDC) Limited, Dakhni Oil Field, Pakistan.**

Duration: September 2017-January 2018

Designation: **Trainee Engineer**

Key Responsibilities

- Assisting in designing maintenance strategies, procedures and methods.
 - Carrying out routine scheduled maintenance work and responding to equipment faults.
 - Diagnosing breakdown problems in pumps, turbines, compressors and valves.
 - Fitting new parts and making sure equipment is working correctly.
 - Carrying out quality and safety inspections on during maintenance.
 - Controlling maintenance tools, stores and equipment.
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✓ **Company Name:** Attock Oil Refinery Morgah, Rawalpindi

Duration: August 2016- September 2016

Designation: Internee

Key Responsibilities:

- General understanding of Oil refinery process from crude oil to desired products.

Computer Skills

- Microsoft Office
- Power Point
- Web and Social Skills
- Graphic and Writing Skills