

GOHAR HANIF

Senior Sales Executive

About Me

Accomplished, growth-focused professional with 8+ years of dynamic sales experience. Possess superb abilities to develop and maintain a high level of product knowledge to persuasively promote them to existing and potential customers. I also have a positive 'can do' attitude and the drive to succeed.



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EXPERTISE

- Conflict Resolution
- Creativity
- Product Marketing
- Critical Thinking
- Customer Relationship
- MS Office (Word, Excel, PowerPoint)
- Adobe Photoshop

SKILLS SUMMARY

Project Oversight  95%

Sales Strategy  90%

EXPERIENCE

Kaizen Paint (pvt) Ltd **Senior Sales Executive** **Pakistan** **2016 - present**

- Manage sales in 3 different districts.
- Analyze previous sales to formulate a new sales strategy.
- Interact with customers to recommend products that best suit their tastes, interests and needs resulting in a 25% increase in sale.
- Developed and maintain excellent customer relationships resulting in a 90% customer satisfaction rate.
- Work collaboratively with 7 dealers to originate strategic sales solutions to achieve and exceed the company's monthly, quarterly and yearly sales goals to 25%.
- Had experience in product launch.
- Daily sales report to Area Sales Manager.
- Manage phone calls and follow up customers.

Berger Paint (pvt) Ltd **Assistant Sales Officer** **Pakistan** **2015 - 2016**

- Promotion of the company.
- Satisfy the customers to improve sale to 30%.
- Identify market segmentation and marketing opportunities.
- Achieved 90% sales targets in 6 out of 12 months resulting in a 15% increase in personal commission.
- Report to Territory Manager daily.

EDUCATION

Quartaba University of Sciences & Information Technology
Master of Business Administration
Finance
2010-2012