



Muhammad Adnan Nisar Abbasi

Experienced Sales Management Specialist



daninisar1984@gmail.com



<https://bit.ly/32i0BXU>



+92 (321) 9584424



May 21, 1985

Why **Adnan**?

- Self-driven, focused & detail-oriented professional having 15+ years of experience in business development, brand building, retail operations, institutional sales, exports management & promotional activities; possesses expertise in project management, training & mentoring, logistics, B2B sales, key accounts management, market & competitive analysis, corporate sales, strategic planning, KPI, SOPs, and market intelligence/segmentation
- Active team player capable of exhibiting eminent multitasking abilities; highly skilled in product positioning & launch, category management and market share rating. Proficient at conveying skills in merchandising and planning trade marketing strategy to map potential customers, generate leads and accelerate business growth
- Performance-oriented professional with potential to propel an organization to top tier of its industry by utilizing communication and management skills with knack of estimating expenditure; possesses strong professional background in needs assessment, resource management and distribution & channel development
- Level-headed professional with skills in strengthening public relations & streamlining processes, command on market data analysis with extensive knowledge of consumer behavior; skilled in orchestrating marketing strategies that grow brand performance. Has demonstrated ability in vendor, brand and portfolio management

CORE STRENGTHS & ENABLING SKILLS

- | | | |
|----------------------------------|-------------------------------|---------------------------------------|
| ▪ Institutional Sales Management | ▪ Contract Negotiation | ▪ CRM & Customer Loyalty |
| ▪ Retail & Corporate Operations | ▪ Channel Management | ▪ Business Reporting Skills |
| ▪ Training & Mentoring | ▪ Strategic Business Planning | ▪ Team Building & Leadership Skills |
| ▪ Project Management | ▪ Key Accounts Management | ▪ Communication & Presentation Skills |

PROFESSIONAL EXPERIENCE

Agha Steel Industries

Working as RSM- Islamabad since August 21, 2023

Responsibilities/Accomplishments:

Working in Agha Steel as RSM, aiming high rise, mega structures in twin cities. Interact with contractors, structural engineers, architectures and consultants to engage them in sessions regarding innovation in steel sector and how ASIL is different from rest of the industry. Ensure expansion of sales in all segments and maintain current level of sales by providing the best possible services.

Dewan Cement Limited, Islamabad, Pakistan

Working as **"Manager Sales"**, December 2020 – May06, 2023

Responsibilities/Accomplishments:

- Spearheading team of professionals, injecting motivation and conducting training needs analysis of team members while increasing institutional sales with DCL from scratch to achieve business/revenue growth
- Introducing brand in institutional organizations and contractor and international firms e.g. Chinese firms. Overseeing after sales of Rawalpindi & central region sales to ensure reasonable volumes share in areas
- Delivering excellent support in increasing customer loyalty & induction of new customers as per key accounts targets, while aptly ensuring conversion of major volume contribution from credit to advance cash customers to minimize dependability on weighted volume and participate in process improvements

Major Achievements:

- Successfully established project/institutional sales from scratch in December 2020 and resourcefully maintaining current share 10% of the total sales quantity to prestigious organizations like of HQ CWO, Khyber Grace Ltd, Ghulam Rasool Co. Mall of Hayatabad, Mall of Peshawar, Mall of Wah, Urdu University, GHQ, AHQ, NLC, HQ FWO, NDC.
- Successfully conclude and retain RRC with HQ CWO, AHQ, GHQ, NDC
- Successfully got approval for DASU HPP approved brand source
- Oversaw GT sales activities and increased sales of Central region from 6% to 10% of total sales share
- Oversaw GT sales activities and increased sales of Hazara region from 9% to 11% of total sales share
- Initiate and implemented ISO9001-2015, 14001-2015 and 4501-2018 at DCL Hattar plant

Bestway Cement Limited – Bestway UK Group, Rawalpindi, Pakistan

Worked as ***“Deputy Manager Inst. Sales”***, July 2016 – December 2020

Responsibilities/Accomplishments:

- Retained existing key accounts and inducted new ones as per assigned targets of key accounts. Attained commercial excellence through offering relative incremental price in accordance with company's policies.
- Handled credit and ensured timely aging of outstanding balance and circulation to sale management on daily basis, while ensuring timely delivery of all billing related documents to customer and 100% receipt of payments with agreed/contractual timelines. Escalated root causes & implemented corrective actions
- Supported in penetration/sales of innovative/specialized products, while adeptly ensuring enlistment of company's entire product portfolio with all new projects and timely completion of allocated projects.
- Expediently developed and directed team, organized training sessions, and adroitly addressed/resolved resolve, while ensuring implementation of succession plan and grooming each and every member of team

Major Achievements:

- Enrolled company's products range in all active hydropower dams (under construction) and secured contracts of Sukikinari HPP, DASU HPP, and KOHALLA HPP, while maintaining exclusivity of brand
- Successfully handled and completed KKH-II project and ensured 100 % supplies with BCL
- Liaised with construction partner of CEEC, Dolmen Mall, CGGC all HPPS, GRC KGL and many others likes of HQ CWO, NLC, GHQ, AHQ, HQ FWO.

Dewan Hattar Cement, Islamabad, Pakistan (March 2008 – June 2016)

Worked as ***“Assistant Manager Marketing”***, January 2012 – June 2016

Responsibilities/Accomplishments:

- Efficiently enhanced institutional sales by generating new client base, handling government construction projects & maintaining current clientage. Developed new sales and achieved sales targets/business grow
- Conducted marketing analysis and established marketing plans, while fostering strong relationship with customers. Analyzed market conditions and supported in progress of institutional sales performance
- Singlehandedly resolved customers' problems at their door steps. Conducted market visit and oversaw competitors' prices, quality & strategies, while providing information to management for future strategies. Induct Orange Line Metro – Lahore project – Dewan's First Major Shelf project, maintained 100% supplies and deliver over 100,000 tons in span of over 9 Month time.

Also worked as ***“Officer Institutional Sales & Exports”***, March 2008 – December 2011

Responsibilities/Accomplishments:

- Rendered support in sale and promotion of cement in Pakistan and export proceedings, including bank remittances, certificate from chamber of commerce & preparation of all documents required for exports
- Closely monitoring credit control system and credit customers' limits and updated special approval credit limit in system, while maintaining record of sales and managing transporters for institutional projects

PRIOR EXPERIENCE

- Worked as ***“Assistant Accounts”*** at Trade Links (Distributors of Unilever Pakistan), Rawalpindi, Pakistan (June 2007 – February 2010). Maintained daily sales transactions, prepared daily routine vouchers and handled stock. Prepared claims through ULTRA (Unilever Trade Resource Automation)
- Worked as ***“Sr. Accountant”*** at Novelty Marketing (Distributors of Unilever Pakistan), Rawalpindi, Pakistan

PROFESSIONAL QUALIFICATION

- **Virtual University of Pakistan (2016)**
MBA – Marketing
- **University of The Punjab, Lahore, Pakistan (2006)**
B.Com