

To perform in such a working environment where excel of the employee is based on the best performance and approach is result oriented.

**PROFESSIONAL EXPERIENCE**

**(Dawlance Group of Companies) – Territory Sales Manager (Rawalpindi)** *April 2018 – present*

* Manage to Achieve the monthly targets regarding Sales and Collection.
* SKU wise & dealer wise sales targets along with collection.
* Looking after the territory of Rawalpindi Murree Road, Chandni Chowk & Gul Noor Market.
* To successfully meet dealers’ monthly quarter and annual targets.
* Educate dealers and salesmen on products and enhance the knowledge about the products.
* Educate dealer about monthly scheme to give a boost to sales.
* To develop new business in designated area to provide growth and achieve the potential in area.
* To extend the market reach while keeping the existing network active
* Identify, research, and contact prospective dealers and build positive relationships
* Visit existing and new dealers who may be of strategic importance to the company assess dealer’s needs and suggest appropriate products and delivery times within limits, and conclude sales orders to meet revenue targets
* To ensure proper and prominent display of all product range at dealer outlets
* Develop long term sales plan for key customer and accounts monitor & adapt sales activities to meet these objectives

**(PEL) Pak Elektron Limited – Area Sales Officer (Rawalpindi)** *April 2014 – April 2018*

* Manage to Achieve the monthly targets regarding Sales and Collection.
* SKU wise & dealer wise sales targets along with collection.
* Looking after the territory consisted of 14 cities.
* To successfully meet dealers monthly and annual targets.
* Educate dealers and salesmen on products and enhance the knowledge about the products.
* Educate dealer about monthly scheme to give a boost to sales.
* To develop new business in designated area to provide growth and achieve the potential in area.
* To extend the market reach while keeping the existing network active
* Identify, research, and contact prospective dealers and build positive relationships
* Visit existing and new dealers who may be of strategic importance to the company assess dealer’s needs and suggest appropriate products and delivery times within limits, and conclude sales orders to meet revenue targets
* To ensure proper and prominent display of all product range at dealer outlets
* Develop long term sales plan for key customer and accounts monitor & adapt sales activities to meet these objectives
* Refer sales leads, customer feedback, and information on competitor activity

**Qarshi Industried (PVT) LTD – Territory Incharge (Springley Bulk Water) Islamabad** *April 2013 – April 2014*

* To develop new business for the company in assigned area.
* Looking after the General Trade segment of Islamabad city and a distributor in assigned area.
* Planning Primary and Secondary sales, Distribution and Productivity, Customer Services and Relations.
* To ensure effective implementation of company's sales operation system and policies in the context of sales & distribution of company’s products.
* Manage overall sales process, set appropriate metrics for sales funnel management in the territory.
* To continuously increase the sale and active number of retail outlets in the territory.
* Keep abreast of competitive issues in the market, communicate these issues and potential impacts to the business to management.
* Work collaboratively with all other departments to ensure sales department is aligned with strategic and tactical initiatives in the company and the territory.
* Responsible to lead the sales team in delivering the fundamentals of distribution, pricing & merchandizing; thus, achieving monthly and annual value/volume set targets.
* Ensuring a performance-based sales culture which consistently meets/exceeds their sales targets.
* Promote positive relations with sellers and distributors and ensure that the channel is profitable and motivated to focus towards the business in the territory.
* Ensure product health; manage the operations at area building a winning team.

**PTCL (ISB) – Customer Sales Executive** Dec *2011–April 2013*

* Taking queries over the call and on time coordinating with all relevant departments BNCC, CRM, PCRM, CMS, quality management to facilitate the customer.
* Handling the complaints, information, billing, requests and suggestion regarding the company clients online over the call.
* Monthly evaluation and incremental bonuses plans.
* Coordinating with agents on different queries and give them solutions.
* Maintain records of telephonic interactions, orders and accounts.
* Provide customers with product and service information.
* Worked as a sales agent TELEPHONE LINE, BROADBAND, and SMART T.V**.**
* Deliver prepared sales scripts to persuade potential customers to purchase a product.

.

**EDUCATION AND QUALIFICATIONS**

**MBA**  **COMSATS Institute of Information Technology** Islamabad Campus 2009–2011

Majors in Marketing

**B.Com** **University of the Punjab** Punjab College of Commerce 2005–2007

**H S S C Punjab College of Commerce** B.I.S.E Rawalpindi 2003-2005

Commerce Subjects

**S S C** **Al-amin Higher Secondary School** B.I.S.E Rawalpindi 2003

**TRAININGS**

**Training on**  **Venue Trainer Dated**

Role of Marketing Research in Brand Management CIIT Telenor Pakistan & The Neilson 07- May-11

MAKING IT HAPPEN PC, Bhurban Active 8 06, 07 -Nov-15

Sales Excellence Programme PC, Rwp Schuitema 10-Aug-16

Passion to Lead PEL Factory Qaiser abbas 18-Jan-18

RAISE THE BAR Ramada, Lahore Carnelian 11,12-Nov-21

**ADDITIONAL SKILLS AND EXPERIENCE**

* Basic computer courses from **STICS.**
* Expert user of internet applications, and Microsoft programs Excel, Word, and PowerPoint for research, data collection, retrieval and analysis, writing, as well as presentation-focused projects.
* Worked on BNCC and CRM billing and customer care and Customer relationship management.
* Leadership capabilities including strong written and verbal communication, experience working with diverse groups of people, exceptional organizational skills and strong attention to detail
* Troubleshooting the Pc
* Strong writing skills and with confident communication and public speaking skills as I secured 6 bands in ielts.
* Knowledge of windows 8/ 7/ Vista/ windows 98 and XP.

**EXTRA-CRICULAR ACTIVITIES AND INTERESTS**

* I play cricket whenever I get time with friends or colleagues.
* I have interest in adventures of northern areas in long holidays I often visit hill stations.
* Often, I play videos games with friends on console.

**LANGUAGE PROFIENCY**

* Urdu
* Punjabi
* English

**REFERENCES**

Shall be furnished upon request.