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|  | SALMAN TAHIRLocation: Hayatabad Peshawar, PakistanContact: +92-322-9184478 || E-mail: salman.tahirpk@gmail.com**LinkedIn:** [www.linkedin.com/in/salman-tahir-98976b38](http://www.linkedin.com/in/salman-tahir-98976b38)**Personal Details**26th January, 1981 | Male | Pakistani |  |

**Strategic Business Development Leader**

***Growth-focused sales leader with 17+ years of extensive experience in developing and implementing robust sales strategies that enable sustained revenue growth within the Food & Beverage, FMCG, and Manufacturing industries.***

***Demonstrated continuous personal growth, advancing from a secondary sales executive to an area manager while overseeing MC & net profitability, channel sales, ROI optimization, and negotiations tasks.***

* Specialized expertise in B2B, B2C, and B2CI channels, demonstrating strategic business acumen and a relentless commitment to exceeding targets. Focus on driving revenue growth, optimizing market penetration, and fostering lasting client relationships through strategic initiatives and results-driven approaches.
* Proven success in achieving and surpassing sales targets, optimizing regional sales operations, and implementing effective recovery strategies. Extensive expertise in B2B sales, market insights, and exhibition participation.
* Adept executive with a proven history boosting operational efficiency and maximizing profits. Skilled in identifying customer expectations to create appropriate solutions, securing competitive advantage in challenging markets.
* History of formulating and implementing innovative ideas and techniques to ensure attainment of company goals, bottom-line results, profitability, and continued progress/business development.
* Demonstrates a unique blend of analytical insight, effective communication, and a client-centric mindset to enhance organizational performance. Multilingual with operational command over English, Urdu, and Pushto.

**Core Competencies:** B2B, B2C, & B2CI Sales 🙚 New Business Development 🙚 Revenue Growth 🙚 Strategic Business Planning & Analysis 🙚 Sales Operations 🙚 Territory Management 🙚 Distribution Management 🙚 Team Leadership & Training 🙚 ATL/BTL Activities Analysis 🙚 Push & Pull Tracking 🙚 Data Analytics 🙚 Relationship Management 🙚 SAP-Based Trend Analysis 🙚 CRM Activities 🙚 Corporate Presentations 🙚 Process Improvement 🙚 Communication Skills

**PROFESSIONAL EXPERIENCE**

**AL HAYYAT GROUP, PESHAWAR Jun 2023 – Present**

**Business Development Manager**

Render a keen eye for detail to identify potential opportunities and trends while performing thorough market research. Recognize and pursue new business opportunities through lead generation and networking skills. Collaborate with finance and credit teams to assess the creditworthiness of potential clients and make informed credit decisions. Conduct successful periodical recovery analysis and deliver valuable market insights and devise way forward to enhance market visit effectiveness and PR marketing.

**Key Accomplishments**

* Achieved and surpassed sales and recovery revenue targets by directing high-performing team of investment advisors and executing effective sales strategies.
* Enhanced business performance by monitoring KPIs, elevating lead conversion rates, and conducting insightful market analysis for strategic decision-making.
* Succeeded in elevating the networking impact by delivering targeted business presentations to corporates and actively participating in expos and trade exhibitions.

**ZRK GROUP MDF & LAMINATED BOARDS, MULTAN & SOUTHERN PUNJAB Sep 2020 – Aug 2022**

**Sales Manager (B2B Sales & Recovery)**

Oversaw and optimized a business portfolio by managing sales growth and implementing effective credit recovery strategies for key clients in the region while showcasing adeptness in balancing revenue generation with credit risk management. Developed and implemented strategic plans to achieve sales targets and business objectives within the assigned region. Built and maintained a robust business portfolio through effective client acquisition, retention, and growth strategies. Functioned in close collaboration with teams to optimize product offerings and sales processes based on market feedback and customer requirements. Performed comprehensive analysis and monitoring of ex-factory sales by using client profiles and stock availability data for precise sales management and optimization.

**Key Accomplishments**

* Delivered comprehensive reports to management on financial health, customer trading activities, and recovery status while ensuring transparent business relations in accordance with mutual agreements.
* Developed and executed comprehensive B2B sales strategies to acquire new clients and expand the customer base.
* Led profitable engagements with approved traders in designated areas to achieve significant sales expansion and foster strong business connections.
* Utilized SAP-driven sales trends and market intelligence to project sales to the factory, optimize forecasting accuracy, and ensure operational efficiency.
* Established communication links between trade and factory teams, coordinating customer care, audit, technical support, and marketing team for seamless collaboration which ultimately translated into business.

**COLGATE PALMOLIVE PAKISTAN LTD, PESHAWAR & SOUTHERN KPK Oct 2017 – Aug 2020**

**Area Manager (General Trade)**

Directed a dynamic team to oversee distribution, trade channels, and visibility/merchandising within the modern and rural sales environments and drive strategic growth. Assumed and maintained liability for assessing sections/routes YTD growth, negative POP conversions, and load returns. Monitored KPIs through time-stamping, especially for automated handhelds in sales booking while incorporating GPS and geo-tagging for precise tracking.

**Key Accomplishments**

* Played a key role in performing comprehensive S&D system sales audit for trade loyalty plans, display incentives, POSM stocks, and identified and managed damaged stocks.
* Boosted revenue by enhancing average order value through project transformer, executing RED strategies, cross-selling tracking, SKU optimization, and SFA-integrated focus SKU/brand monitoring.
* Conducted business analysis using ERP's BI-S&D sales analysis and integrated dynamic dashboards to track and enhance sales and distribution operations.
* Implemented Store Perfect SFA system to enhance market insights through MIR (Market/Competition Insight Report), SOS (Share of Shelf Category wise), and planogram execution while ensuring optimal product availability.

**NESTLÉ PAKISTAN LTD, PESHAWAR Oct 2013 – Sep 2017**

**Area Sales Manager**

Generated revenue by strategically formulating and implementing bottom-up projections. Implemented robust infrastructure and sales force development strategies in alignment with ICP, I&Os, P&L, and appraisal reviews for enhanced performance at all levels. Anticipated and controlled product demand from distribution to consumption and executed successful credit recovery plans to optimize market and key-account financial results. Hold full accountability for facilitating internal audit & sales audit in compliance with NCE (Nestle’ Continuous Excellence) and GWP (Good Warehouse Practices) Guidelines.

**Key Accomplishments**

* Achieved continuous success in NNS revenue, RIG&OG volume/value, TTS trade spending checks, Numeric customer servicing, RTM optimization, key account reconciliations, branded machine business, POC tracking, and sales management drills.
* Attained range selling and up-selling targets for branded food and beverages as well as optimized ordering frequency while conducting pre-post analysis for business generated and yield per account.
* Developed business through strategic territory mapping, benchmarking, and seizing opportunities for sustained growth and expansion. Maximized branding activities within the PFME budget.
* Streamlined demand projections, order frequency, and implementation of credit lines at key accounts & weighted customers.

**ADDITIONAL EXPERIENCE**

**Area Sales Executive (Hi-Street Lubricants (B2CI Business) ●** Shell Pakistan Ltd, Peshawar **●** Feb 2012 – Sep 2013

**Marketing Manager ●** Gallop Printers & Advertiser, Islamabad **●** Feb 2010 – Jan 2012

**Relationship Officer ●** Retail Banker, Dubai **●** Dec 2006 – Aug 2009

**Area Sales Executive ●** Shell Pakistan Ltd, Peshawar **●** Jan 2005 – Jun 2006

**KEY PROJECTS**

* Internal projects within organizations which are relevant to sales excellence and sales analysis
* Financial Modeling and Valuation Analysis in MS EXCEL
* MS - Power BI

**EDUCATIONAL & PROFESSIONAL CREDENTIALS**

**♦ Master of Business Administration** from Institute of Management Studies, University of Peshawar, 2005

**♦ Bachelor of Science (Honors) in Management** from Institute of Management Studies, University of Peshawar, 2003

**Professional Training**

Several Training on Sales Management, Sales Call, Sales Planning, MS-Excel to Analysis etc.

**Professional Membership**

IDBP (Institute of Business & Professional Development) Pakistan