



Waseem Feroz

Deputy Manager Sales (Key Accounts)

Profile

Experienced and self-motivated Deputy Sales Manager with six years of industry experience overseeing sales figures and new account developments. Bringing forth a proven track record of working collaboratively with sales teams to achieve goals, increase revenue gains, and advance the sales cycle of the company. Pragmatic and result oriented, I am determined to build market presence in the next company I join.

Employment History

Deputy Manager Sales (Key Accounts) at Lucky cement

August 2023 — Present

- Established relationships with key customers like NLC which is one of the largest construction company in Pakistan currently and I managed that account across the country except Sindh. Currently I have won all the PD's of NLC and handling 35 to 40 Projects in 4 PD's like PD Centre, North, KPK, Baluchistan.
- Developed a strategic sales plan that identified key markets like private projects and grow the Business as compared to the previous Years.
- With teamwork we managed to give 54% growth as compared to previous year which is highest ever in the history of Key accounts in Lucky Cement.
- From Generating sales from the private and Military customers I'm also handling the Billing process of the Customers.

Sr. Assistant Manager Sales (Key Accounts) at Lucky cement, Islamabad

September 2022 — August 2023

- Established relationships with key customers and stakeholders to drive sales and develop new business opportunities
- Achieved sales goals consistently over a period of 12 months, resulting in a promotion to deputy manager.
- Developed a strategic sales plan that identified key markets to target and grew sales by 25% in the first year.

Assistant Manager Sales (Key Accounts) at Lucky Cement, Islamabad

December 2020 — August 2022

- Developed a strategic sales plan that identified key markets to target and grew sales.
- Maintained a proper billing system to recover the amounts within the given time period.
- Established relationships with key customers and stakeholders to drive sales and develop new business opportunities

Details

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Skills

• Good at using PowerPoint.

• Good at using Microsoft

• Good Editing skills.

• Good command on Excel.

• Good command on Ms Office Tools.

Good Command on SAP

Territory Sales Manager at Tripple EM, Islamabad, Attock, Gujjar Khan, Kalar Sayedan

March 2020 — December 2020

- Developed and maintained relationships with key stakeholders to ensure successful sales initiatives
- Trained and mentored junior sales staff across the distribution in 4 different areas like Kalar Sayedan, Gujjar Khan, Attock and Islamabad outer.
- Analyzed customer data to identify new sales opportunities in market and set the targets of each distribution equally.
- Maintained a well balanced every month data to ensure the recovery from the distributors according to their target and try to achieve the target 100 to 110%.
- Also working as an acting Area sales manager to set the targets of each distribution and further distribute it to the order bookers according to the market capacity.
- Try to increase the productivity and focus to increase the number of shops in each area to achieve the maximum targets.

Order Taker at Engro Foods, Rawalpindi

September 2019 — March 2020

- Monitored and analyzed market to achieve the maximum target from each areas.
- Focused on maximum productivity.
- Also focused on maximize the SKU's for increasing the sale.
- Entered new shop weekly basis in the system.
- Generating sales with proper sale call.
- Merchandising

Distributor Sales Representative at • Dalda Foods

March 2018 — September 2019

- Starting from the Save marts.
- Stock checking Sku checking.
- Audit the stock.
- Giving Deposit slips to the save mart managers.
- Moving on to the GT sale.
- Focused on maximum productivity.
- Also focused on maximize the SKU's for increasing the sale.
- Entered new shop weekly basis in the system.
- Generating sales with proper sale call.
- Merchandising

Education

MBA Marketing , National University of Modern Languages, Islamabad

B.Com, Skans School of Accountancy, Rawalpindi

I.COM, ICMC, Rawalpindi

Matric, Army Public School and College, Rawalpindi

★ Hobbies

Touring

Watching Movies

Cricket

Languages

- English
- Urdu
- Punjabi