

Waqas Arshad

Assistant Manager Corporate Sales

9+ Years of Corporate Experience



Summary

I am a creative and collaborative person with a proven track record in the automotive industry, I have extensive experience in corporate sales. I am adept at negotiation, product launch events, developing MOU terms, corporate package development, customer service, SAP ERP, and B2B marketing.

Contact Info

LinkedIn Profile:

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Education

COMSATS University Islamabad

Master of Business Administration

Specialization: Marketing & Finance

2010 to 2012

University of Balochistan

Bachelors in Commerce

Specialization: Business & Commerce

2008 to 2010

Work Experience

Assistant Manager Corporate Sales

Honda Atlas Cars Pakistan Limited

Apr 2019 to Present (3 years, 11 months)

- Developed and implemented strategic sales plans to maximize client satisfaction, with a 25% increase in sales volume, and profitability.
- Signed 16 MOUs with countrywide banks for the company
- Currently involved in B2B dealing with Government departments, especially Armed Forces.
- Organized Launch Events and Product development for MOUs
- Cultivated strong relationships with corporate clients and build a portfolio of long-term national, and multinational clients i.e; CocaCola, Packages limited
- Develop and deliver presentations to potential customers and corporate stakeholders.
- Monitoring and analyzing sales performance and market trends to identify areas of improvement and helping the marketing department with improving brand presence.
- Collaborating directly with Sales Planning and After Sales, Departments to ensure effective communication and coordination.
- Maintaining records of customer interactions, sales performance, and other relevant data managing my team of 4 people.
- Tracking and monitoring customer accounts to ensure payments are made in a timely manner.

Skills & Proficiencies

- Relationship building
- Negotiation
- Strategic planning
- Excellent Product knowledge
- Market analysis Skills

Corporate Communications

- Financial forecasting
- Team management
- Excellent Communication
- Persuasive Presentation Skills
- Problem-solving
- Time management
- Analytical skills
- Conflict resolution

Diplomas/ Courses

Diploma in Business Management
(Continued)
Forman Christian College University

Financial Management

Issued by:
Skill Development Council Pakistan
Dated: July 2010

Corporate Governance

Issued by:
Pakistan Skill Development Council
Dated: Nov 2009

Work Experience

Executive Corporate Sales
Honda Atlas Cars Pakistan Limited
Jan 2016 to Mar 2021 (3 years, 3 months)

- Developed and implemented corporate sales strategies.
- Negotiated contracts and agreements with key corporate accounts.
- Developed and maintained relationships with corporate clients. Analyzed sales data and identified trends in order to identify potential sales opportunities.
- Assisted in the development of marketing materials and sales collateral.
- Attended industry events and conferences to network with potential clients.
- Monitored and tracked product performance in the corporate market.
- Generated sales reports for senior management.
- Created certain Japanese Documents i.e; Seihan and Jikon
- Responsible for Executive Committee Reports and Monthly Sales Reports.

Project Assistant Operations
Mercy Corps
Apr 2014 to Jan 2016 (1 year, 10 months)

- Provided administrative support for multiple projects by accurately tracking and updating project documents, reports, and databases.
- Organized and managed project meetings, travel arrangements, and other related logistics.
- Assisted with the development of project proposals, budgets, communications plans, and other materials.
- Researched and identified potential sources of funding and grants.
- Conducted background research on potential project partners.
- Facilitated communications between project team members, partners, and stakeholders.
- Ensured compliance with organizational policies and procedures related to project operations.
- Created and maintained accurate records of project activities and timelines.
- Assisted with the preparation of project reports and presentations.
- Collaborated with the project team to ensure successful project outcomes