

# IMRAN SHEHZAD

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## SALES | MARKETING | BUSINESS DEVELOPMENT | KEY ACCOUNT MANAGEMENT | CRM | CORPORATES SALES

Sales Professional with 10 years of Corporate Sales experience seeking a senior position with expertise in business development & sales, sale planning, tender bidding & customer relationship management. Best performing and resourceful team player.

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### EDUCATION

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| ▪ <b>MBA (Major in Marketing)</b>        | Riphah International University Islamabad |
| ▪ <b>BBA (Hons) (Major in marketing)</b> | IIUI Islamic University Islamabad         |
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### PROFESSIONAL EXPERIENCE

#### M/s International Industries Limited – IIL

from 02<sup>nd</sup> Aug, 2021 to till date

Deputy Manager Sales – North Region IIL CS Division

- Responsible for Business Development in the North Region & additionally, given task to develop Center Region.
- Reporting to Head of Sales for Sales & Business Development activities.
- Responsible to introduce modernized Ring lock scaffolding & MEVA German Formwork solutions in the region to Consultants, Contractors, Builders & Developers.
- Responsible to get enlistment and approvals where required in the region.
- Key accounts development in the Region with Defense, Strategic Organization, Private & Govt. Sector.
- Handling the sales cycle from inquiry to order processing & recovery of payment.
- Daily sales visits planning & reporting to Head of Sales.
- Compile sales, visit reports, quotations, deals in HubSpot CRM Tool.

#### Key Achievements:

- IIL CSL as partner in FWO Tunneling Institute of Pakistan for to Tap Defense Segment.
- RAILCOP – IIL MOU Signing for future Collaboration.
- MEVA launch event in Islamabad of IIL CSL for Defense & Contractors.
- Enlistment of IIL HSS & Street Light Poles Segment in Process with EinC MES GHQ.

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#### VPL Ltd – Panasian Group, Islamabad, Pakistan (VOLVO & ONIS VISA DEALER)

Sales Executive – POWER Business Unit

15 December, 2017 to 31<sup>st</sup> Jul, 2021

Worked with RSM North for business development activities in the region. Worked closely with clients to get approve the brand i.e. ONIS VISA, Volvo Penta in BOQs of major projects. Also handled MES Key Account for genset sales in MES Projects all over Pakistan.

#### Key Achievements & Major Projects:

- Sold 01 MW DIESEL GENSET CFR Deal to ST Associates CMH Rawalpindi.
- Got Approved ONIS VISA Brand in MES (Military Engineering Services).
- Assigned as KAM Key Account Manager for MES Projects
- Achieved Sales Target of Year 2018, 2019 & 2020.
- OV Brand enlisted in Nespak FWO, APL & other consultants.
- Established Major Key Accounts (Attock Petroleum, SIMCO, MES, NUTECH, FWO)
- FWO Swat Motorway Project of 13 Generators (100/200KVA) 39 Mil
- FWO Jagran Hydro Power Project 02 Units of Gensets (100/200KVA) 7.3 Mil
- APL Port Qasim Project 500KVA & 100KVA Gensets 8.4 Mil
- NUTECH Project 500KVA/250KVA Gensets 28.5 Mil

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**Areebah Technologies Pvt Ltd - LED LIGHTING SOLUTIONS**

Area Sales Manager (Corporate & Retail Sales) 18<sup>th</sup> Nov, 2016 to 14 Dec, 2017

Joined as AM Corporate Sales for Business Development activities in Corporate Sector, was assigned to get approved LED Lighting in different organizations (Defense, Govt. & Private Org.) Later on was given additional responsibilities and was promoted as Area Sales Manager to lead the Retail Sales Team (Islamabad & Rawalpindi) region. Monitoring orders & recoveries on daily basis. Assigning Monthly Sale Targets & Developing Market Expansion Plan, New Strategies for Sales Promotional. Import Order planning with procurement team based on monthly & quarterly sales reviews.

**Key Achievements & Major Projects**

- Approval of LED Lighting in Canteen Stores Department CSD All over Pakistan Approval.
- Enhance Dealer Network in Rawalpindi & Islamabad Region opened new dealers.
- Managed Project Promotional Sales Events for Islamabad & Rawalpindi Dealers.
- Opened Business from CSD North Region Branches.
- Initiated brand approval process in corporate clients (Fauji Foundation, WASO, CWO & etc).

**Jaffer Group (JBL) (DEALER OF KOMATSU, GREEN POWER GENERATORS)**

Sales Executive - Projects & Machinery Division P&M 4<sup>th</sup> Oct, 2011 to 29<sup>th</sup> Mar, 2016

Joined Jaffer Group as MTO in Projects Dept. of P&M Division; successfully completed probation period & was promoted as Sales Executive. During my stay in **JBL acquired tender bidding knowledge, Preparation of PQ's and EOI Proposals**. Was involved in Business development activities visiting clients, attending bid openings and pre-bid meetings, identifying potential project and search out potential principals to participate in those opportunities. Also learned Project Management skills by handling different projects and tasks. Responsible for timely collection of advance payment and post-delivery collection, receivables, bank guarantees, retrieval of performance bond & earnest money from customers.

**Key Achievements & Major Projects:**

- Was awarded best Organized Personality award in JBL
- Successfully handled ERRA 207 Schools Project (Furniture Supply Project).
- **NBBIAP Project of NAVADS & ATC Equipment PACKAGE 7B Project M/s JGM**

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**COURSES & TRAININGS**

- Diploma in Contract Management - Wissen Group & Case Institute
- Presentation Skills – In-house Training session
- Customer Relationship Management - Pakistan Institute of Management
- The Alpha & Omega of Selling - The Missing P
- Problems faced during Public Procurement – The Institute of Tender Management
- Time and Stress Management – Invictus (Trainer Dr. Ali Jarrar)

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**CORE STRENGTH & SKILLS**

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|------------------------------------|--------------------------------------|
| • Business Development             | • Business Proposal / Tender Bidding |
| • Project Management Skills        | • Team Management                    |
| • Good Communication Skills        | • Documentation handling             |
| • Business Sales Forecasting       | • Sales & Marketing                  |
| • Customer Relationship Management |                                      |

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**REFERENCES**

- Mr. Usama Ehsan– Sr. Manager Sales Premium Batala Steel
- Mr. Jahangir Akram - DM Commercial Sales - IIL
- Mr. Ahsan Abbas – Regional Sales Manager – Hotel One – Hashoo Group