**Zafar**

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**Senior Managerial Profile:**

**Sales Management (Regional Sales Manager / Business Development Manager)**

**Profile Snapshot:** A diligent, result-oriented, and successful Sales Manager, offering a vast exposure of 15 years across a wide gamut of Consumer Management, Sales Handling, and Business Development aspects with the Paints and Biscuits Manufacturing industries, backed by a highly motivated mindset. Successful in business optimization and team potentials, while attaining goals and delivering highest standards under diversified trading options. A hard-working, highly organized, and excellent communicator, able to cope well under pressure, possess good liaisons with Pakistani dealers.

***“Seeking leadership opportunities as RSM / SM with reputed organizations, thereby ensuring long-term career development and growth potentials”***

**Executive Synopsis**

* Currently spearheading efforts as Sales Manager with Nippon Paints Pakistan Pvt. Ltd.
* Previously employed as Regional Sales Manager – Centre with Berger Paints Pakistan.
* Expertise in daily management of trading outlets, visiting architects, developers, builders, and contractors, profitability and budgeting, color consulting, project and institutional sales, and dealers networking.
* Proficient in sustaining superior relations with dealers, customers, and distributors, setting budgets/targets, handling staff recruitment, training and developing teams, and creating excellent customer environments.
* Expertise in handling dealers and distributors’ network, presenting proposals, plans, strategy, forecasts, and sales contracts.
* Efficient in managing PJP each month, tracking competitor activities, and territory wise sales analysis during each month.

***Core Competencies in…***

* Business Development
* Institutional & Project Sales
* Customer Service
* Staff Training
* Distributor / Dealer Networking
* Sales Plan / Action Plan
* Team Leadership
* Presentation
* Complaint Handling
* B2B Sales

**Career History**

**Nippon Paints Pakistan Pvt. Ltd.**

***Sales Manager***  *2010-2011, 2014 to Present*

***Key Deliverables:***

* Reporting directly to the General Manager.
* Monitoring daily activities of the trading outlet.
* Ensuring general problem solving.
* Tracking profitability and budgeting.
* Paying visits to architects, developers, builders, and contractors..
* Visiting institutions and projects.
* Handling color consultancy with female staff.
* Managing the regional sales and collection aspects.
* Coordinating project and institutional sales.
* Overseeing dealers/distributor’s network on a regional basis.
* Planning and managing sales and marketing resources in line with agreed budgets.
* Managing key accounts and prospecting.
* Handling sales presentation and negotiated contracts issues.

**Berger Paints Pakistan**

***Regional Sales Manager - Centre*** *1996 to 2008*

***Key Deliverables:***

* Reported directly to the Director Sales and Marketing.
* Built up and sustained superior working relations with dealers, customers, and distributors.
* Coordinated the setting of budgets / targets.
* Monitored departmental staff recruitment, development, training, and management aspects.
* Imparted training and ensured development of teams including implementation and tracking of performance appraisal system.
* Developed and implemented particular sales activities towards reduction in stock level.
* Created an environment of excellent customer services to ensure adequate customer satisfaction.
* Managed the sales team in the Central region comprising of SM, AM, SSO, SO, SR and a total team of 75 sales resources.
* Handled dealers’ network and distributions comprising of a total 600+ dealers.
* Coordinated color consultancy, customer complaints, project sales, and institutional sales comprising of 150 institutional projects.
* Prepared presentation proposals, plans, strategies, forecasts, and sales contracts.

***Major Accomplishments:***

* Emerged as the topper amongst Sales Employees on a National basis.
* Won several monthly incentives on sales and collection performances.

**English Biscuits Manufacture Pvt. Ltd. (EBM)**

***Sales Representative - Sahiwal*** *1992 to 1994*

***Key Deliverables:***

* Ensured attainment of budgeted targets along the lines of area sales performance levels.
* Handled distributors’ network within the territory.
* Managed the PJP levels during each month.
* Analyzed competitors’ activities.
* Conducted territory wise sales analysis for each dealer during each month.

**Trainings Attended**

***Formal Trainings & In-House Courses***

* Sales Management
* Management by Objective
* Selling Skills
* Selling Techniques
* Out Selling the Competition
* Customer Satisfaction
* Time Management
* Action Planning
* Presentation Skills
* Communication Skills

**Technical Expertise**

* **Application Packages** : MS Office (Word, Excel, PowerPoint, Access, and Outlook)
* **Others** : Internet

**Personal Dossier**

* **Date of Birth** : 1968
* **Marital Status** : Married
* **Interests** : Travelling, Music, Watching News, Movies, Friendship, and Family
* **Driving License** : Full Clean License
* **Location Preference** : Lahore – Centre

***~ References Available upon Request ~***