***Asim***

[***Asim.312329@2freemail.com***](mailto:Asim.312329@2freemail.com)

***PERSONALSUMMARY***   
   
A well networked and results focused sales manager who possess proven marketing and leadership skills. Commercially aware and able to successfully lead and motivate sales teams to achieve maximum performance and results, Having a consistent track record in achieving sales targets set and of improving efficiency, maximize profits whilst minimizing costs. Worked with FMCG, Engineered Products, like Heavy Construction Machinery, Generators, Air Conditioning Split Units, and IT Software in reputed and renowned companies of World. Looking for a suitable sales managerial position with a reputable and successful company.

**PROFESSIONAL EXPERIENCE**   
   
**Sales and marketing**

* Able to effectively communicate the benefits and value of a companies products or services to partners and potential customers.
* Experience of professional presentations to customers either individually or in groups.
* Experience of phone prospecting, and cold calling for leads.
* Excellent communications skills to build relationships with potential new customers and to reinforce ones with existing clients.
* A track record of selling high order value projects.
* Experience of business development through cold calling and client meetings.
* Strong business communication skills.

**Management**

* Strong decision making abilities.
* Project/Account management and active business development experience.
* Able to quickly compile a detailed knowledge of the company’s products and services.
* Possessing the ability to motivate and lead a winning team.
* Excellent report writing skills.
* Strong time management and organizational skills.
* Overseeing the recruitment of new sales and retail staff, as well as their training and induction.
* Excellent attention to detail.
* Experience of managing both internal and external marketing teams.

**WORKING EXPERIENCE**

1. Sales Manager

Company Name: ZHS Enterprise LLC(NM)

(Deals in Gas Stations, Stores, Sales and Rental of Generators and Construction Auto

Machinery & IT based Safety Equipments)

Feb-2014- to date

***Duties:***

* In charge of over 25 Sales staff as well as 3 Branch managers.
* Restructured the Distribution Setup and increased more channels.
* Increased regional sales and Rental Sales Volume from previous sales
* Assisting in the collection of overdue invoices from clients.
* Holding Weekly Meetings regarding Sales and new strategies.
* Conducting market research and competitor analysis.
* Spending time in the field liaising with major customers on technical points of contact.
* Going out and doing site surveys.
* Involved in overhauling internal sales procedures to increase conversions of leads.
* Created a marketing plan that achieved a 30% increase in order intake and enquiries.
* Successfully implemented changes that increased customer retentions .
* Ensuring proper credit checks were completed on customers before products or services released to customers.
* Prospecting for new business as well as renewing existing contracts.
* Representing the company at exhibitions, conferences and trade shows.
* Administration and data input duties to ensure that all records are kept up to date and accurate.
* Company Flow chart and process of each Departments
* Manage 3 Branch Manager including their Sales team
* Launch Sales man incentive plan successfully which reasoned to achieve goals in the recession time.
* Extensive travelling and meeting the partners for the focus on Sales

1. Sales & Marketing-Global(GCC, UK, France , USA)

Sales Manager-UAE

Company Name: Safety Key Solutions LLC

(The Anti-Collision Specialist)

(Software Base Anti-Collision System provider for Tower Cranes and Cranes

Management System)

Feb-2012-Apr-2013

***Duties:***

* Re-Structure of the whole Company’s Departments from Operations to Sales & Marketing.
* Recruitment procedure.
* Company Flow chart and process of each Departments
* Manage 5 Branch Manager including their Sales team
* Launch Sales man incentive plan successfully which reasoned to achieve goals in the recession time.
* Open the Branches in KSA, Qatar, Oman,Egypt, France, & UK.
* Extensive travelling and meeting the partners for the focus on Sales
* Hold the monthly weekly and monthly meetings.
* Responsible for Tenders Enquiries, (Govt, GHQ, and oil Fields), and achieved Sales Goals, including other Customers.

3.Corporate Sales Manager –Product Manager-

Company Name: Bin Brook Motors & Equipments LLC. (Abu Dhabi)

(Dealers of Famous European and American Brands)

***(SCANIA ,DOOSAN,AMMANN,LEEBOY,TCM,CIFA,CMI,SCHMIDT)***   
October 2010 – Jan-2012   
   
***Duties:***

* Holding two positions, Corporate Sales Manager & Product Manager
* Responsible for Tenders Enquiries, (Govt, GHQ, and oil Fields), and achieved Sales Goals, including other Customers.
* Holding weekly meetings and setting sales targets for individual reps and the whole team.
* Involved in the recruitment and training process off new staff.
* Allocating territories for sales staff.
* Maximizing sales opportunities.
* Compiling and analyzing sales and performance reports for senior managers and executives.
* Involved in the development of marketing strategies for the company.
* In charge of over 25 staff as well as 3 regional sales managers.
* Increased regional sales by up to 14 % in a one year period.
* Assisting in the collection of overdue invoices from clients.
* Conducting market research and competitor analysis.

4.***Re Marketing Manager***

Company Name: House of Equipment LLC

(Heavy Construction Equipment Trading & Rental)

***(Tower Crane, Passenger Hoist Earthmoving Equipments ,Road Construction Equipments)***   
***Nov 2006 - October 2010*** 

***Duties:***

* In charge of over 10 Sales staff as well as 2 Branch managers.
* Increased regional sales and Rental Sales Volume from 2006 to 2010.
* Assisting in the collection of overdue invoices from clients.
* Holding Weekly Meetings regarding Sales and new strategies.
* Conducting market research and competitor analysis.
* Spending time in the field liaising with major customers on technical points of contact.
* Responsible for Overseas Sales (Oman, Pakistan, Afghanistan, South Aftrica)
* Going out and doing site surveys.
* Involved in overhauling internal sales procedures to increase conversions of leads.
* Created a marketing plan that achieved a 30% increase in order intake and enquiries.
* Successfully implemented changes that increased customer retentions .
* Ensuring proper credit checks were completed on customers before products or services released to customers.
* Prospecting for new business as well as renewing existing contracts.
* Representing the company at exhibitions, conferences and trade shows.
* Administration and data input duties to ensure that all records are kept up to date and accurate.

**WORK EXPERIENCE (PAKISTAN)**

**Jun-2005 to Nov-2006**

**S.A. Brothers Pvt Ltd. (Sabro)Manufacturer of Split Air- Condition)**

**As  Manager Corporate Sales**(Islamabad and North including

Muzaffarabad, Mirpur, Kotli).

Worked as Corporate Sales Manager. Managed Institute Sales specially Telecom Sectors, in Rwp, Islamabad and Northern Areas as well as, Government Depts T

**Apr-2003 to May 2005**

**Yummy Ice Cream**

**As Regional Sales Manager**

(Islamabad and North including Muzaffarabad, Mirpur, Kotli).

Worked as Regional Sales Manager. Responsible for the Sale of Islamabad, North and in addition with Azad Kashmir, like, Mirpur, Muzaffarabad, Kotli etc. and reporting directly to M.D. Achieved the Given Targets and rewarded attractive incentives. Rebuild the Team Structure and supervising the 03 DSM and 12 Sales Officers. Also Responsible for Warehouse and Transport Department.

**July-2001 to Mar-2003Asian Food Industries (Mayfair)**

Worked as:

.**Distribution Manager**

.**Z S M (Faisalabad & Gujranwala)**

Worked as Distribution Manager and Supervise three Major Department of the Company like, Dispatches & Logistic, Sales Administration and Distributor( Setup & Structure) and then promoted As Zonal Sales Manager for 02 Regions Faisalabad and Gujranwala. Launched Order Booking in Retail and increased the Retail Sales up to 80%. Made good team. And Supervised about 100 Towns Sales with 10 Sales officers 02 Areas Sales Officers.

**Aug-97 to Jun-2001Nestle Milkpak Ltd.**

Worked as

.Incharge Sales Administration

Incharge Sales Food Services Dept..Sales Supervisor Dairy Lahore

Worked in Retail Channel at Dairy Distribution for all Dairy Products, like Milkpak, Fats, & Juices. Responsible for 4 vans sales and achieved the given targets, build good relation with Distributor and Retailers. Also Worked in Food Service Dept. and achieved the given targets and increase the office and institution‘s Supplies. Also worked in Sales Administration and Reported to RSM Lahore. Responsible of Daily Sales Reports, Distributor’s history, Sales Analysis Graphically, Coordination with RSM and Sales Staff, Office Administration, Logistic Matters, Distribution’s Stock Norms, Maintain all records, filling System, and Supplier records.

Note:I started my career in Accounts and Worked in following renowned groups of Pakistan

1. Shahpur Textile Mills Limited
2. Fauji Fertilizer Company Limited

I experienced in Internal Audit, Finance, Tax, Payroll, Import & Export LC, Banking and worked very successfully as documents attached.

***Major Achievements***

*Restructured of Company’s Departments and their operations*

*Remarketing Departments*

*Launch Distribution Network*

*Launch Collection System*

*Salesman Incentive Structure*   
*Launch Nestle Confectionery.*   
*Launch Nestle Pure Life (Water) .*   
*Launch EVERYDAY UHT Milk*   
*Started first time 3-wheeler for sales.*   
*Implemented Order Booking System in Metro tows.*   
*Success fully Launch Mayfair Biscuits Cafe.*   
*Started the Ruler development coverage project in small villages.*

**COURCES ATTENDED**

Diplom Introductory Doosan Concepts & Competition.

Doosan Initial Sales Skills from Doosan University

CIFA(Sanago, Milano, Italy) Salesman Training Course

LeeBoy Sales & Service Professional Training Program

Emotionally Intelligent Leadership Program from The Institute of Sales & Marketing

Quality Management System (ISO 9001:2000)

**.**Merchandising

**.**How to make an effective Sales Call.

**.**Business Communications

**.**BECA & BPCS (Inventory and Sales Record)

**ACADEMIC QUALIFICATION.**

*ICMA 1st     ICMA Lahore (not completed)*

*B.Com      Punjab University Lahore*

*D.Com Punjab Board of Technical*

*Education. Lahore.*

*C.Com     Punjab Board of Technical Education. Lahore.*

*Matric     Lahore Board*

**PERSONAL INFORMATION**

Nationality           Pakistani

Marital Status      Married

Language             English, Urdu, Punjabi

Driving License PAK & UAE, International Valid Driving License.