

MUHAMMAD ASIF SALEEM

(SENIOR Sales & MARKETING SPECIALIST)

UAE, Dubai ~ Mobile: +971565741425 ~ E-Mail: Asifsaleem7901@gmail.com LinkedIn ~ Mian Asif Saleem

Visa Status ~ Employment Visa ~ Dubai Driving license Holder ~ Nationality ~ Pakistani



Career Objective

Dynamic and results-driven Outside Sales and Territory Manager with over **10 years** of **successful new business development, competitive market share expansion, and customer relationship development**. I Improve my interpersonal and time management skills & successfully manage a team and increase profitability achieving Sales goals and objectives. Energetic and goal-oriented with a genuine passion for sales strategy and a well-rounded background in supporting a progressive organization in optimizing performance and growth. Now I have found a suitable position for my career growth. Where I use my expertise, technical skills and achieve the assigned Targets.

Skills.

Strategic Sales Planning	New Business Development
Time Management	Product Promotion
Customer Relationship Management	Team Leadership
Cross Selling	SWOT Analyses
Expert in Different Software like Rosetta, T-24 Unison, Uni-Core, CBS 8.5, KM Reports.	Sales & Marketing Specialist like a Consultant.
Expert In Conversion, Retention & Business Expansion	Problem Solving

EDUCATION

MBA in Business Management from Education University, Lahore Pakistan in 2015

FSC Pre (ENG) Punjab Group OF Colleges Multan, Pakistan 2010

ACHIEVEMENTS

- Achieve employee of the year award in 2016 for Conversion, Retention & New Business Development in PEPSICO.
- 4 Times Employee of the Month awards for Sales & Customer Experience from Pepsi Cola International LTD.
- In 2017 to 2021 I receive many appreciations certificate & star awards for sales and customer service in PepsiCo.
- Received 4 certificate for AML/CFT Trainings in, Redha al Ansari & GCC Exchange.
- When am working In PepsiCo as Area Sales manager in 2016 convert 73 Coca Cola high sales volume account convert into Pepsi Cola international.
- Get 2 times promotion in PepsiCo and One Time in Redha al Ansari Exchange.
- I make my own poultry shed in Pakistan in year 2019, capacity of shed 5 thousand chicks, within one year I get 1.2 million Rupees Profit.
- I make my own grocery shop in Pakistan in 2020, initially investment only 0.6 million, I get profit in year 2020 to 2021 only 1.5 million.
- I have 15 Years' experience in Cattle farming business, Mango business, & agriculture Business, like Wheat, Cotton, Rice & different kind of Vegetables.

WORK EXPERIENCE

Dec'2022– Present with GCC EXCHANGE, Dubai as Customer Sales EXECUTIVE & Senior Cashier

Core Duties & Responsibilities

Provides fast and excellent customer service to the customers in a very professional way complying with SGOT Rule (Smile – Greet – Offer – Thank).

- To provide excellent customer service for branch customers.
- Resolve customer complaints independently, wherever possible.
- To attend customers for all business transactions at the counter.
- Attending customers for making **Remittance like Trans-fast, Ria Money, Western Union, Instant Cash, WPS salary, GCC remit, Bank TT, currency exchange, demand drafts /electronic transfer**, etc.
- To answer customer complaints, branch detail enquiries, **Transaction & Rate enquiries**.
- To provide currency exchange & remittance delivery information. Prepares daily & weekly sales reports.
- To perform the role of **marketing & sales executive** during off-peak business hours.
- To maintain records, prepares reports and performs work processing assignments.
- To give information to customers about different modes of transaction, rates for different transaction/prices.
- To give information on local promotions & activities and other info that provides a valuable service to our customers.
- To make sure that all the required tools are available in the branch and inform the BM or the concerned dept. e.g., flyers, posters, forms etc.
- To contribute towards branch business development.

Dec'2021– Dec'2022 with Ridha Al Ansari Exchange, Dubai as Customer Service & Sales Executive

Core Duties & Responsibilities,

Radha Al Ansari initially appointed me as a **Sales Executive** for Business Development, after 4 months company giving me opportunity as a **Customer Service officer**.

- I am responsible for Business Development of 15 branches.
- I am responsible for marketing activities, handling customer complaints and promotion activities.
- I am visiting 20 branches regarding sales, promotions and collect data for new branches.
- Conducting market research to identify selling possibilities.
- Conducting market research to identify selling possibilities and evaluate customer needs.
- Maintains relationships with clients by providing support, information, and guidance.
- Proficient in exchanging 30 different currencies.
- Achieve Monthly Cross selling targets.
- Maintained balancing record with 100 % rate of accuracy.
- Proficient in using company software and other office equipment.
- Executed customer transaction regarding cash money orders and money exchange.
- Processed exchange and foreign currency.
- Performed all duties as assigned by the HR Department.
- Handle customer complaints, provide appropriate solutions and alternatives within the time limits.
- Keep records of customer interactions, process customer accounts and file documents.

July'2014– June'2017 with PepsiCo Pakistan Multan Punjab as Business Sales Manager

Shamim & Co hire me as Key Accounts Executive after 2 years, the company promoted me as a Business Sales Manager.

Responsibilities:

Sales Management & Sales Presentation.	Key Accounts (High Sales Volume Accounts.	Captive Accounts (Restaurants, Hospitals, Universities & Pumps)	General Market Share
Market Share	Conversion & Retention	Market Claims	New Business Development
Distribution supply	Marketing Support Like Board, fridge, flyers, LED.	Direct supply Like KFC, Burger King, MacDonald	Sales team Management
SKU wise Sequence	Advance & Trade payment	Sales & promotions	Training of New Staff

My Core JD, s in Shamim & Co Conversion, Retention & New Business Development.

- **Manage team of 7 Territory Sales Executive, 22 Order bookers and 5 distributors in the assigned Area of company.**
- I am Responsible for Secondary Sales as well as Primary Sales on daily basis.
- I am managing market budget planning area wise.
- Monitoring of product, productivity off assigned brand and reporting to the Divisional Sales Manager.
- Monitoring & analyzing numeric and weighted distribution target assigned to the whole district.
- Maintain market share as per company requirement.
- Preparation of market visit report.
- Developing sales strategies and plans to achieve sales and profit goals by leading, developing, and motivating sales Team.
- Providing ongoing training, motivation, and development of sales associates to ensure that sales and profits are effectively managed and maintained.
- Managing, training, and providing overall guidance to the sales team of an assigned territory.
- Setting reasonable sales targets to be achieved by the sales team.
- Monitoring the performance of the sales team and motivating members to meet or exceed sales targets.
- Collecting customer feedback and providing updates to senior management
- Traveling to potential and existing customers within an assigned sales area to present company offerings and build brand awareness.
- Meeting or exceeding targeted sales quotas and productivity standards.
- Developing and sustaining long-term relationships with Retailers.
- Implementing a sales management process to assist the sales team in identifying and prioritizing key customers and prospects.
- Utilizing outbound telephone calls, email communications, and face-to-face meetings with customers to close sales.
- Developing and sustaining long-term relationships with customers.

Reference,

Will Be Provided on Demand.