



Khayyam Akbar Malik

Sales, Customer care & Relationship

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WORK EXPERIENCE

Franchisee Distributor

Aug 2022- July 2023

Telenor Pakistan

- Foster and maintain strong relationships with company, retailers and customers to understand their unique requirements.
- Identify and understand the specific needs and challenges of retailers and Customers, tailoring solutions accordingly.
- Develop and implement strategic plans aligned with the overall business objectives to maximize value for both parties.
- Lead negotiations of contracts and service agreements with Retailers (FS&GSM), ensuring mutually beneficial terms and conditions.
- Collaborate with technical teams to customize solutions based on the specific needs and requirements of Retailers and as well as customers.
- Address and resolve any concerns or challenges faced by Retailers, working closely with internal teams to provide timely and effective solutions.
- Identify opportunities for upselling, cross-selling, expanding services and add gross add within assigned territory to drive revenue growth.
- Stay informed about industry trends, market dynamics, and competitor activities to provide valuable insights retailers.
- Work closely with cross-functional teams, including sales, marketing, and technical support, to ensure seamless service delivery to Retail.
- Monitor and analyze key performance indicators related to distribution, ensuring alignment with both customer satisfaction and company objectives.
- Ensure company targets e.g. Gross adds, new retail addition for GSM & FS, Primary recharge, Secondary recharge, FS throughput, Floats, Site's revenue and Power load (Offers & VAS) targets.

Area Sales Manager

July 2018 - July 2022

Telenor Pakistan - Mianchanu, Rajanpur, Haronabad, Chistian, Dharanwala

- Lead and manage the sales team, providing guidance, motivation, and support to achieve targets.
- Target achievements-CBOM and distribution.
- Ensure visibility in the market as per sales cycle plan.
- Franchise resource planning and management like investment cash flows, RSO Additions, route planning of the franchise etc.
- Develop and implement effective sales strategies to meet or exceed revenue goals within the telecom sector.
- Conduct market visits to build relationship with retailers to identify opportunities, checking workings of RSO, BDO, merchandisers in the market, analyze competitors, and stay informed about industry trends.
- Leading BDOs in business development activities which should include a clear route plan and daily routines along with expectations.
- Cultivate and maintain strong relationships with key clients, partners, retailers and stakeholders to enhance business opportunities.
- Recruit, train, and develop sales personnel, ensuring a high-performing and motivated team.
- Monitor sales performance metrics, analyze data, and implement improvements to optimize team efficiency.

ABOUT ME

Experienced professional with a dynamic 16-year career spanning roles as a cashier, franchise manager, customer relations officer, key account manager, area development executive, area sales manager, and distributor. Proven expertise in managing diverse aspects of telecommunications operations, including customer service, key account management, and sales leadership. Demonstrated ability to adapt to evolving industry trends and drive strategic initiatives for sustained business growth.

EDUCATION

2006

Bachelor's in Commerce

University of Punjab, Pakistan

SKILLS

- Customer Relations
- Cash Management
- Area Development
- Sales Management
- Adaptability
- Upselling
- Problem-Solving
- Leadership
- Communication
- Strategic Planning
- Negotiation Skills
- Key Account Management
- Distribution Management.
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- Monitor sales performance metrics, analyze data, and implement improvements to optimize team efficiency.
- Manage and allocate budget resources effectively to support sales activities and achieve financial targets.
- Stay abreast of products and services, providing expertise to the team and addressing retailers and customer's inquiries.
- Ensure high levels of customer satisfaction by addressing concerns, resolving issues, and maintaining a customer-centric approach.
- Generate regular reports on sales activities, market trends, and team performance for upper management and distributors.
- Collaborate with cross-functional teams, including marketing and operations, to align strategies and achieve overall business objectives.
- Navigate and adapt to changes in the telecom industry, adjusting strategies to meet evolving market demands.
- Ensure adherence to regulatory requirements and company policies within the sales team.
- Develop accurate sales forecasts and contribute to overall business planning.
- Facilitate effective communication within the sales team and with other departments to foster a cohesive and informed work environment.
- Ensure franchise service center has look and feel as per TP standard and CR staff is motivated and trained products/processes etc.
- FS & GSM serving, floats management acquisition, retail enablement, new retail addition etc.

Area Development Specialist

April 2018 to June 2018

Telenor Pakistan – Khanewal belt

- Conduct market analysis to identify growth opportunities and challenges in the telecom sector within designated areas.
- Develop and implement strategies to expand telecom infrastructure and services in the assigned region.
- Collaborate with cross-functional teams to ensure seamless deployment of telecom projects.
- Evaluate and negotiate partnerships with local stakeholders to enhance network coverage and quality.
- Stay updated on industry trends, regulations, and technological advancements to make informed decisions.
- Manage relationships with local authorities, government agencies, and community leaders to facilitate project approvals.
- Provide expertise in overcoming regulatory hurdles and compliance issues related to GSM & FS projects.
- Act as a liaison between the company and local communities to address concerns and foster positive relationships.
- Monitor and report on the progress of telecom development initiatives, ensuring alignment with company goals.

Key Account Manager B2B

July 2017 to March 2018

Telenor Pakistan - Lahore

- Foster and maintain strong relationships with key business-to-business (B2B) accounts to understand their unique requirements and long lasting relationship.
- Execute different campaigns to ensure customer stickiness with Telenor Pakistan & sustained revenue.
- Identify and understand the specific needs and challenges of B2B accounts, tailoring solutions accordingly.
- Develop and implement strategic account plans aligned with the overall business objectives to maximize value for both parties.
- Lead negotiations of contracts and service agreements with B2B accounts, ensuring mutually beneficial terms and conditions.
- Collaborate with technical teams to customize telecom solutions based on the specific needs and requirements of B2B accounts.
- Address and resolve any concerns or challenges faced by B2B accounts, working closely with internal teams to provide timely and effective solutions.
- Identify opportunities for upselling, cross-selling, and expanding services within B2B accounts to drive revenue growth.
- Generate new sale leads.
- Stay informed about industry trends, market dynamics, and competitor activities to provide valuable insights to B2B accounts.
- Collaboration: * Work closely with cross-functional teams, including sales, marketing, and technical support, to ensure seamless service delivery to B2B accounts.
- Monitor and analyze key performance indicators related to B2B accounts, ensuring alignment with both customer satisfaction and company objectives.

AWARDS AND ACHIEVEMENTS

- Top ASM 3-month quality campaign 2020
- International MA campaign Winner July 2018
- Top Seller from 2012-2014
- Employee of month for March and May 2015
- Top ASM south circle q4 2020
- Employee of month for Dec 2016, January and February 2017 (GSM sales and Devices (handset, USB)
- Runner up in referral sale campaign month for November 2016

TRAININGS

- Leadership
- Sales Management
- Time Management

HEIGHLIGHTS

- Problem Solving
- Adaptability
- Collaboration Strong
- Work Ethic Time
- Organizational capacity
- Operability and commitment
- Resistance to stress
- Ability to maintain staff and maintain good relations.

HOBBIES

- Playing
- Speaking
- Listening
- Travelling

LANGUAGE

- English
- Urdu

Telenor Pakistan - Lahore

- Cultivate and manage relationships with key business-to-consumer (B2C) accounts to understand their individual needs.
- Develop strategies to enhance customer loyalty, reduce churn, and promote long-term relationships with B2C accounts.
- Identify opportunities for upselling and cross-selling services(VAS) to customers to maximize revenue.
- Serve as the primary liaison between the company and Customer, advocating for their needs within the organization.
- Promptly address and resolve any concerns or issues raised by customer, collaborating with internal teams to provide effective solutions.
- Stay informed about products, services, and promotions to effectively communicate offerings to customers.
- Oversee contract negotiations and agreements with B2C accounts, ensuring terms align with both customer expectations and business goals.
- Keep abreast of industry trends, competitor activities, and market conditions to provide relevant insights and recommendations to B2C accounts.
- Collaborate with sales, marketing, and support teams to deliver a seamless experience for B2C accounts.
- Monitor and analyze key performance indicators related to B2C accounts, ensuring alignment with both customer satisfaction and company objectives.
- Meet the KPI's on monthly basis.

Customer Relations Officer**Jazz Pakistan****Telenor Pakistan****January 2015 to July 2015****August 2010 to July 2014**

- Listen to the customer query with patience and actively.
- Analyze customer concerns and find effective solutions, ensuring a positive customer experience.
- Maintain a deep understanding of the company's offerings to assist customers effectively.
- Gather and relay customer feedback to relevant departments for continuous improvement.
- Keep detailed records of customer interactions, feedback, and resolutions.
- Demonstrate empathy towards customers, understanding their needs and concerns.
- Respond promptly to customer inquiries and ensure timely resolution of issues.
- Skillfully manage and resolve conflicts to maintain customer satisfaction.
- Collaborate with other departments to address customer needs and improve overall customer satisfaction.
- Stay updated on product updates, policies, and industry trends to provide accurate information to customers.
- Ensure monthly inbound Sale (VAS) targets.
- Meet the KPI's on monthly basis.

Cashier & Franchise Manager

- Ensure company targets e.g. Gross adds, New retail addition, Primary recharge, Secondary recharge, Floats, Site's revenue and Power load (Offers & VAS) targets.
- Manage cash transactions, provide change, and ensure accurate financial processing.
- Deliver excellent customer service by addressing inquiries, handling complaints, and assisting with purchases.
- Utilize POS systems to process transactions, track inventory, and generate receipts.
- Pay meticulous attention to detail to prevent errors in financial transactions.
- Exhibit precision in checking and processing transactions to maintain accuracy.
- Demonstrate proficiency in fundamental mathematical calculations for seamless transactions.
- Effectively communicate with customers and colleagues to ensure a smooth workflow.
- Maintain a calm and patient demeanor, especially during high-pressure situations.
- Efficiently use time to process transactions swiftly while upholding accuracy.
- Display quick thinking and resourcefulness to address issues that may arise during transactions.
- Oversee day-to-day operations, ensuring efficiency and compliance with standards.
- Provide direction and guidance to the franchise team, fostering a positive and productive work environment.
- Build and nurture a cohesive team to enhance overall productivity and employee morale.
- Manage budgets, analyze financial reports, and ensure the franchise's profitability.
- Develop and implement strategies for business growth, expansion, and long-term success.
- Build and maintain positive relationships with customers, addressing concerns and feedback.
- Monitor and manage inventory levels to meet demand, minimize waste, and optimize efficiency.
- Plan and execute marketing initiatives to drive sales and increase brand awareness.
- Ensure adherence to franchise guidelines and maintain quality and consistency.
- Address challenges related to staffing, customer satisfaction, and operational efficiency within the franchise