



Rao Farhan

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● ABOUT ME

With a professional background in sales, I likely possess strong communication and negotiation skills. My experiences may include building client relationships and meeting sales targets. Outside of work, I have personal interests or hobbies that contribute to my overall identity.

● WORK EXPERIENCE

09/10/2023 – CURRENT Dubai, United Arab Emirates

SALES OFFICER DERBY GROUP OF COMPANIES LLC

- *Developing and sustaining long-lasting relationships with customers.*
- *Screening, recruiting, and training sales employees.*
- *Calling potential customers to explain company products and encourage purchases.*
- *Answering customers' questions and escalating complex issues to the relevant departments as needed.*
- *Developing in-depth knowledge of company products.*
- *Maintaining an accurate record of all sales, scheduled customer appointments, and customer complaints.*
- *Collaborating with the marketing department to ensure that the company is reaching its target audience.*
- *Informing product developers of possible product improvements and changes to ensure that company products meet current market needs.*
- *Preparing cost-benefit analyses for prospective and existing customers to determine the most suitable purchase options.*
- *Analyzing competitors' products to determine product features, benefits, shortfalls, and market success.*

08/02/2021 – 27/09/2023 Khushab, Pakistan

RELATIONSHIP MANAGER SONERI BANK LIMITED

- *Accountable for new client acquisition.*
- *Generate leads using various channels, professional networks and connecting with corporate clients.*
- *Contact potential or existing customers to inform them about a product or service using scripts.*
- *Handle and resolve customer queries, provide financial advisory and close deals.*
- *Ensure customer profiling and categorize the customers.*
- *Deal with corporate organizations, initiate tie-ups and promote financial products.*
- *Maintain good relationships with clients through regular communication post sales.*
- *Maintain healthy relations with potential customers for building networks and generating reference.*
- *Achieve revenue and customer retention goals while increasing client profitability through relationship building, outstanding delivery, cross-selling and referral development.*

16/11/2019 – 31/01/2021 Jauharabad, Pakistan

REALIOnSHIP OFFICER AL-BARKA BANK LIMITED PAKISTAN

- *Expand and sustain Commercial Banking development programs*
- *Foster and grow client relationships with 3rd party channels particularly private banking space*
- *Provide a comprehensive service to Direct Clients of the bank and to ensure the smooth processing of their Mortgage, Deposit, Current Account or Insurance application*

- Gather required documentation and information for deposit openings and other product sales including treasury management products and new loans
- Proactively call customers for customer on-boarding activities including new deposit customers
- Manage complex, cross-functional, cross line of business programs with regulatory significance
- Lead and direct the Sales Force Effectiveness team in the development and execution of key initiatives and strategies
- various internal and external stakeholders

24/12/2014 – 16/06/2018 Dubai, United Arab Emirates

SALES ASSISTANT AND COORDINATOR RUGLAND LLC DUBAI UAE

- Greets customers upon entering the store
- Assists customers in locating specific products
- Answers inquiries
- Directs customers to the manager for decisions out of their hands
- Replenishes product inventory
- Cleans the store
- Assists cashiers
- Tracks and reports record of sales
- Seeks feedback to improve customer service
- Greets customers upon entering the store
- Assists customers in locating specific products
- Answers inquiries
- Directs customers to the manager for decisions out of their hands
- Replenishes product inventory
- Cleans the store
- Assists cashiers
- Tracks and reports record of sales
- Seeks feedback to improve customer service
- Coordinating the sales team by managing schedules, filing important documents and communicating relevant information
- Ensuring the adequacy of sales-related equipment or material
- Responding to complaints from customers and give after-sales support when requested

● **EDUCATION AND TRAINING**

01/03/2008 – 25/02/2010 Sargodha, Pakistan

MASTERS IN COMMERCE University of Sargodha

Website <https://su.edu.pk/>

● **LANGUAGE SKILLS**

Mother tongue(s): **URDU**

Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
ENGLISH	C2	C2	C1	C2	C2
ARABIC	B1	A1	B1	B1	B1

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

● **DIGITAL SKILLS**

Microsoft Office | Google Drive | Zoom | Outlook | Skype | LinkedIn | Google Docs | Organizational and Planning Skills