



Muhammad Iqbal

Sales & Service Manager



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Why Iqbal?

- Highly accomplished & astute professional with pervasive experience of more than 20 years of managing different scaled projects in highly competitive environments; adept at leading sales & service activities with demonstrated record of leading projects from initiation to completion through robust planning and team collaboration
- Insightful & level-headed engineer possesses eminent research and analytical skills with expertise in business development, key accounts management, devising innovative marketing strategies for fortuitous branding, seizing opportunities and generating leads to exceed revenue targets in compliance with organizational policies
- Target-driven expert excels at organizational challenges with reflective observations to boost effectiveness while maintaining long-term relationship with clients. Creative & progressive thinker proficient at leading multidisciplinary teams, scheduling and evaluating performance for optimization of goals attainment

CORE STRENGTHS & ENABLING SKILLS

- Sales Management
- Business Development
- Project Management
- Project Budgeting & Estimation
- Strategic Planning & Analysis
- Product Positioning & Branding
- Monitoring & Evaluation
- Training & Mentoring
- Communication & Presentation Skills

TOOLS & TECHNOLOGIES

- Adobe Photoshop
- Image Ready
- MS Project
- Crystal Reports
- MS Word & PowerPoint
- MS Excel & Access

PROFESSIONAL EXPERIENCE

Superior Machines Equipment Services Ltd., Jubail, KSA

Working as "**Key Account Manager**", January 2020 – Present

Responsibilities/Accomplishments:

- ✓ Adroitly developing & sustaining relationship with key clients to generate income; proficiently working as main point of contact between company and customers and anticipating changes to improve outcomes
- ✓ Assiduously establishing & overseeing internal budget with higher management and external budgets with clientele; Planning and presenting reports on account progress, goals, forecasts for stakeholders
- ✓ Proactively liaising with cross-functional teams to accomplish sales & services targets by assessing clients' needs, negotiating contracts and offering customized solutions based on current & future requirements

Major Achievement:

- Successfully developed customer database and registered company as vendor

Base Welding Company (WBC), Islamabad, Pakistan

Worked as "**Sr. Deputy Manager – Sales & Services**", August 2016 – December 2019

Responsibilities/Accomplishments:

- ✓ Strategically planned, organized & prioritized work; developed specific goals to ensure smooth workflow and proficiency enhancement; skillfully managed administrative & technical control of Lahore & Islamabad office
- ✓ Provided uncanny sales & service support for existing and future supplies; prepared & presented cost benefit analysis and feasibility reports; methodically led staff of Lahore & Karachi office for timely delivery of consignments to maintain professional contact with customers

Asad Advanced Technologies, Al-Riyadh, KSA

Worked as “*Sales Engineer/Area Sales Manager – Riyadh Central Region*”, December 2013 – June 2016

Responsibilities/Accomplishments:

- ✓ Officially upheld & expanded customer base by guaranteeing best services to win their loyalty; expertly negotiated with contractors & suppliers to close deals in compliance with terms and conditions
- ✓ Closely monitored purchase & back orders and deliveries; resolved clients’ grievances on immediate basis to advance positive image of company; diligently set sales targets, monitored teams’ performance and provided guidelines to increase business opportunities through various routes
- ✓ Compiled & analyzed sales figures, organized presentations, provided training & development sessions for staff to assure quality consistency and expedited organizational profitability

Major Achievement:

- Developed sales of “*Abanguard Wear Resistant Cladding Plate*” under supervision of Bohler Welding Co., Europe

Safety Solutions (Pvt.) Ltd., Lahore, Pakistan

Worked as “*Area Sales Manager*”, February 2008 – November 2013

Responsibilities/Accomplishments:

- ✓ Responsibly handled sales of FMCG industrial brand safety products; collected purchase orders from potential retail customers; oversaw price accuracy and delivery of quality products to end-users
- ✓ Reviewed sales policies and data to foster amiable relationship with corporate and retail customers; planned meetings and utilized business intelligence to enhance profit margins

Major Achievements:

- Developed marketing program for various B2B clients
- Secured 20 additional points as local market distributor

Additional Experience:

- Worked as “*Sales Engineer*”, at Jawwad & Waqas (Pvt.) Ltd., Lahore, Pakistan (March 2000 – January 2008)
- Worked as “*Sales Executive*”, at Liqui Moly Pakistan (Pvt.) Ltd., Karachi, Pakistan (June 1996 – February 2000)

PROFESSIONAL CERTIFICATIONS & MEMBERSHIPS

- Certified member of *American Welding Society (AWS)* (July 2020 – January 2023)
- Successfully completed 62 online SKF bearing courses by *SKF Distributor College*, Sweden (2013)
- Certified lifetime member of *Pakistan Safety Council (PSC)*

PROFESSIONAL QUALIFICATION

- **University of Essex, Colchester, England (2020 – In Progress)**
MBA – Marketing
- **Preston University, Islamabad, Pakistan (2000 – 2004)**
B – Tech (Hons.)
- **Punjab Board of Technical Education, Lahore, Pakistan (1991 – 1994)**
DAE – Mechanical