

Muhammad Sheraz Quraishi



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Objective:

Dynamic and result oriented professional with 7 + Years' experience in Sales and Business development as well as managing sales teams. Strong interpersonal skills and solid ethical behavior. Excellent verbal and writing skills with an ability to relate a wide range of people. Ambitious and goal oriented, with the clear vision of future objectives, currently seeking to develop a long-term career in the professional and challenging environment.

Profile Summary:

- Proven competencies in Sales and Marketing process improvement.
- Proficient in communication with all level of hierarchies from top to bottom level staff, of the organization.
- Effective, communication and conflict Managerial skills.
- Highly Business growth thinking with demonstrated talent.
- Flexible and resourceful team player.
- Good instructive, managerial and persuasive skills.

Key Skills:

Category Management, Festive Planning, New product interdiction, Design Retail promotion, Buying Vendor Management & Development, Sales Management

Zoom lion (Feb 2020 – Jul 2022) UAE

ZOOMLION

(Senior Sales Manager)

- Meet with key marketing sources to promote the company brand and services.
- Visit the sites, meeting main contractor's Site Project managers, Construction Managers, discussing our products (Tower Crane, Mobile Crane & Earth Moving) in line with their current requirements.
- Ensuring the range of products are available in the market.
- Present a key impact of Zoom lion products and its efficiency along with the other products in the market.
- Analyze and scheduling appointment with decision makers of the company right from procurement team to the GM, CEO of the company for finalizing the major deals.
- Record the exact requirement of the client by taking the right measures like product datasheet and technical details.
- Obtaining market feedback on own and competitor products on regular basis and communicating to Sales Head.
- Reporting all the key performance indicators to Sales Head.

- Prepare weekly reports, Clients profile and send it to our management team weekly on bases.
- Analyze the pulse of the client's requirement by discussing about their current & future projects.

Previous Employment:

National Bullion House (Nov 2018 to Feb 2020) UAE



(Sales Manager)

- Research and identifying sales opportunities, generating leads, and targeting potential clients.
- Generating strong pipeline of potential customers through comprehensive experience and strong database.
- Effectively consulting the potential investor and advising on various aspects of the online investment plans.
- Ensure that all documentation concerning leads and account activities is correctly logged NBH markets and made available for reporting on regular basis.
- Overseeing and coordinating all activities and operations of sales department.
- Developing, maintaining and improving relationship with key accounts to maintain a high level of service and client loyalty.
- Handling client's complaints and queries efficiently and effectively.
- Reporting all the key performance indicators to Sales Head.
- Ability to make new Bullions annual contracts with new clients.
- Good communications with customer's ability to solve problem at any situation in the market.
- Maintain an awareness of online market trends and handling the existing customers.

Previous Employment:

ECITY General Trading Part of Al-Batha Group (Jan 2016 to Oct 2018) UAE



(Sales Supervisor)

- Liaise with marketing teams to determine competitive pricing and promotional activities of a product category.
- Determine the positioning of a product category to maximize visibility.
- Responsible for managing all stores members and ensuring that set targets are achieved within the time frame.
- Monitoring of strategies and plans regularly for meeting the profits targets.
- New products launched Development Techniques.
- Build and maintain strong relationships with the distributors' vendors by pursuing strong Customer Service Metrics.
- Work with Promoter management & marketing to promote the Products.
- Supervision of daily operation and Sales.

- Conduct market analysis and present to senior management for direction.
- Consulted the vendors to make best brand effective decision planning on investment.
- Conducting extensive market research to analyses and assess market potential, tracking competitor activities.
- Store layout profiling and Plano grading.
- Represents the company during exhibitions & Events when required.
- Maintain and develop existing customer through appropriate, ethical sales methods and training program optimize quality of service business growth.
- Analyzing to result to optimize business strategies.
- Studying and developing the right range of products as per the market Demand.

Educational Qualification

- **BS (HONS) in ECONOMICS (2011-2015)** Islamic University, Bahawalpur, Pakistan
- **Diploma in COMMERECE (2005-2007)**
Punjab Board of Technical Education, Lahore, Pakistan

Computer Skills:

- CRM
- MIS Reporting
- SAP
- Oracle Flex Cube
- Window installation (XP, Vista) and knowledge in system software Application.

Professional Details:

- **D.O.B:** March 20, 1989
- **Nationality:** Pakistani
- **Marital Status** Married
- **Language** Proficient in English, Urdu, Saraiki.

(Reference will be furnished upon request)