

MUHAMMAD ASIF SALEEM

SENIOR SALES MANAGER – GLOBAL & INTERNATIONAL BUSINESS REVENUE EXPANSION ~ MARKET SHARE GROWTH ~ KEY ACCOUNT MANAGEMENT

P.O. Box 0000, Dubai ~ Mobile: +971543754310 ~ E-Mail: Asifkareem0336@gmail.com

Career Objective



Dynamic and results-driven Outside Sales and Territory Manager with over 09 years' Experience 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. I am Energetic & goal-oriented with a genuine passion for sales & Business Expansion strategies. Now I have found a suitable position for my career growth. Where I use my expertise, technical skills and achieve the assigned Targets.

Core Competencies

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| <ul style="list-style-type: none">➤ Sales & Revenue Generation➤ Account Management➤ Customer Relations Development➤ Market Research and Analysis➤ Business Outreach Strategies➤ Promotion and Sales Tactics➤ Sales & Business Development | <ul style="list-style-type: none">➤ New Business Development➤ Competitive Market Growth➤ Effective Presentation Skills➤ Performance Management➤ Customer Service Tactics➤ Time Management |
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EDUCATION

MBA in Sales & Marketing from Education University, Lahore Pakistan in 2015
FSC Pre (ENG) Punjab Group OF Colleges Multan , Pakistan 2010

License

Dubai Automatic Driving License ,03
Pakistani Driving License for Car

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 MCB BANK LTD.
- In 2017 to 2021 I receive many appreciations certificate & star awards for sales and customer service in MCB Bank.
- Received 4 certificate for AML/CFT Trainings in MCB BANK, Redha al Ansari & GCC Exchange
- In My MCB BANK Career SOLD banca Insurance 25 million & deposit almost 250 million.
- When am working In PepsiCo as Area Sales manager in 2016 convert 73 Coca Cola high sales volume account into Pepsi Cola international.
- Get 2 times promotion in PepsiCo and two times in MCB BANK.
- 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 Vegetables.

WORK EXPERIENCE

Dec'2022– Present with GCC EXCHANGE, Dubai as Customer service Executive & Cashier

Core Duties & Responsibilities

- To provide excellent customer service for branch customers.
- To attend customers for all business transactions at the counter.
- Attending customers for making Remittance, currency exchange, demand drafts /electronic transfer, etc.
- To answer customer complaints, branch detail enquiries, transaction enquiries, rate enquiries, conversion. Prepare End of day report & cash reconciliation.
- To provide information on new or additional services.
- 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 & related clerical duties.
- 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.
- Follow the guideline Central Bank of UAE towards **AML/CFT & Customer KYC/RR**.

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

Core Duties & Responsibilities,

Radha Al Ansari Initially appoint me as a sales Executive for Pakistan corridor after 4 Month Company giving me opportunity as a Customer Service officer....

- 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.
- Follow communication procedures, guidelines, and policies.

Aug'2017– Aug'2021 with MCB BANK, Pakistan as Branch Manager Officiating

MCB BANK Initially appointed me as a GBO after 2 Years Company giving me opportunity as Relationship Manager & (Officiating)Branch Manager..

Core Duties & Responsibilities,

I am Responsible for Branch Growth And overall Branch KPI, s Performance.

- Handle assets /credit-based portfolio including **Account Opening, Business Financing, House Financing, Auto Loans, Mutual funds, Banca Assurance, Credit cards, Debit Cards, and Personal loan.**
- Exploring new business opportunities as well as complying with **AML/CFT & KYC** regulatory requirements
- Assess local market conditions and identify current and prospective sales opportunities.
- Develop forecasts, financial objectives, and business plans.
- Manage budget and allocate funds appropriately.
- Bring out the best of branch's personnel by providing training, coaching, development, and motivation.
- Share knowledge with other branches and headquarters on effective practices, competitive intelligence, business opportunities and needs.
- Address customer and employee satisfaction issues promptly.
- Network to improve the presence and reputation of the branch and company.

July'2014– June'2017 with PepsiCo Pakistan as Area Sales Manager

Shamim & Co hired me as Key Account Executive after 2 years, the company promoted me as a Area Sales Manager.

Responsibilities:

Market Share	Conversion	Retention	New Business Development
Marketing Support	Key Accounts	Captive Accounts	General Market Share
Distribution supply	Achieve Assigned Targets	Direct supply	Sales team Management
SKU wise Sequence	Advance & Trade payment	Sales & promotions	Training of New Staff

Core Duties & Responsibilities

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

- 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 customers
- Implementing a sales management process to assist the sales team in identifying and prioritizing key customers and prospects.

Computer Skills

- Diploma in MS Office (Word, Excel, Power Point)
- Diploma in Basic Computer.

PERSONAL STRENGTH

- Good Communications & Cross Selling Skills.
- Enjoyable experience of Customer Satisfaction.
- Able to work and interact with peoples of different nations.
- Willingness to learn at each level.
- Good convincing power.
- Capability of maintaining good interpersonal relations.

Personal Detail

Date of Birth	29/12/1991
Languages Known	English, Punjabi, Hindi, Urdu
Visa Status	Employment Visa
Nationality	Pakistani

Reference

Mr. Humayun Saeed	Supervisor	GCC Exchange	0568261213
Saqlain Haider	Customer Service Teller	GCC Exchange	0562416247
Mohammad Subhan	Teller	Redha Al Ansari	0529391877
Azlan Khan	Sales Executive	RAK Bank	05