

MUHAMMAD ASIF SALEEM

CUSTOMER SERVICE / CASHIER / SALES MANAGER / BRANCH MANAGER



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CAR DRIVING LICENSE

• UAE Car Driving License Automatic
License #4503255 Exp Date # 08/06/2025



- Expert In Conversion, Retention & Business Expansion.
- Sales & Marketing Management.
- Expert in Retail Banking product.
- New Business development
- Team management
- Time management
- Upselling and cross-selling
- Trained for AML/CFT Guideline.
- Customer Relationship Management
- Complaint management
- Branch operation
- Expert in Different Software like Rosetta,
- T-24 Unison, Uni-Core, CBS 8.5, KM Reports, We-Tek, ERP, CRM, Excel, MS Word, Power Point & Outlook.



- Employee of the year award in 2016 from Pepsi Co Towards sales & Business Development.
- Four Time Employee of The Month Award in 2018 to 2021 from MCB Bank Towards Business Development & Customer Experience.
- Received 4 certificate for AML/CFT Trainings in MCB BANK, Redha al Ansari & GCC Exchange.
- Achieve 2 times promotion in Pepsi Co 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.

PROFESSIONAL SUMMARY

I am Sales & Business Management Specialist with proven track record of success in Marketing, Sales & Business Development. Excellent communication, interpersonal and customer service skills. Experienced in understanding customer requirements and giving product demonstrations. Now I have found a suitable position for my career growth, Where I use my expertise, technical skills and achieve the assigned Targets.

EXPERIENCE

Customer Service Executive, 12/2022 – 12/2023

GCC Exchange - Dubai, UAE

- Provides fast and excellent customer service to the customers in a very professional way complying with SGOT Rule (Smile – Greet – Offer – Thank).
- With in one year, I achieve assigned targets as per commitment.
- Maintained excellent customer satisfaction by delivering high-quality customer service and dealing with all matters appropriately.
- Attending customers for making Remittance like **Trans-fast, Ria Money, Western Union, Instant Cash, WPS salary, GCC remit, Bank TT, currency exchange, demand drafts /electronic transfer.**
- To perform the role of marketing & sales executive during off-peak business hours.
- To give information on local promotions & activities and other info that provides a valuable service to our customers.
- Followed company regulations, policies, and processes.
- Maintained excellent customer satisfaction by offering friendly, helpful, and informative customer service.
- Answered customer queries on new products, services and sales offers to increase sales.
- To answer customer complaints, branch detail enquiries, **Transaction & Rate enquiries.**
- 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.**



Customer Service Executive, 11/2021 - 11/2022

Redha Al Ansari Exchange - Dubai, UAE

- Redha Al Ansari Initially appoint me as a **Sales Executive** for Business Development, after 4 Month Company giving me opportunity as a **Customer Service Executive.**
- Studied competitors to investigate sales strategies and behavior, & innovative selling tactics.
- I am Responsible of marketing activities, handling customer complaints and promotion activities.
- Attended meetings to discuss sales strategies and ways to improve services.
- 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.
- Informed customers of promotions and special offers to increase sales and revenue.
- Prepares payments by verifying documentation and requesting disbursements.
- Maintains relationships with clients by providing support, information, and guidance.
- I am Responsible for Business Development of 15 Branches.
- Achieve Monthly Cross selling targets.
- Executed customer transaction regarding cash money orders and money exchange.



EXPERTISE

Sales & Business Development: C1

Proficient

Customer Service: C2

Advanced

Cross Selling: C2

Advanced

CRM: C2

Advanced



LANGUAGES

English, Urdu, Punjabi, Hindi:

English:

Advanced

Urdu:

Native

Punjabi:

Native

Hindi:

Expert

Branch Manager (Off) 08/2017 - 08/2021

Multan

Pakistan



My Core JD, s

- **Account Opening, Fresh Deposit, NTB (New to Bank), Business Financing, House Financing, Auto Loans, Mutual funds, Banca Assurance, Credit cards, Debit Cards, and Personal loan.**
- Identified market opportunities to grow new business across dedicated accounts, adding value to customers' target operating model.
- Built and maintained existing customer relationships, acting as a trusted advisor to deliver innovative solutions and excellent service.
- Identified opportunities for growth, & sales by conducting market research.
- Handled high-profile clients and territories with exceptional planning and strategic engagement.
- Conducting market research to identify selling possibilities and evaluate customer needs.
- Locate areas of improvement and propose corrective actions that meet challenges and leverage growth opportunities.
- Exploring new business opportunities as well as complying **with AML/CFT & KYC regulatory requirement**

Area Sales Manager, 07/2014 - 07/2017

Multan

Pakistan

Shamim & Co hire me as Key Accounts Executive after 2 years, the company promoted me as a Business Sales Manager.



My Core JD, s

Conversion, Retention & New Business Development.

- **Manage team of 7 Territory Sales Executive, 22 Order bookers and 5 distributors in the assigned Area of company.**
- Created strategic sales plans, designed to increase sales, customer loyalty and market awareness.
- I am Responsible for Secondary Sales as well as Primary Sales on daily basis.
- Monitoring of product, productivity off assigned brand and reporting to the (DSM).
- Monitored sales team performance and provided training to help reach targets.
- Managed relationship building between company and high-paying clients, completing regular visits, and providing loyalty discounts.
- Monitoring & analyzing numeric and weighted distribution target assigned to the whole district,
- Maintain market share as per company requirement.
- Developing sales strategies and plans to achieve sales and profit goals by leading, developing, and motivating sales Team.
- Managing, training, and providing overall guidance to the sales team of an assigned territory
- Increased profitability by developing pipelines utilizing multiple marketing channels and sales strategies.
- Maintained friendly and professional customer interactions.
- Educated customers on available processes and services to increase sales.
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- Planned and executed promotional in store events to increase business and sales revenues.
- Strengthened profit opportunities by managing time and resources to meet sales objectives.
- Conducted regular visits and provided loyalty discounts to increase client retention.

EDUCATION

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|-------------------|-----------|-----|--------------------------------|
| MBA MARKETING | 2011-2015 | 70% | UNIVERSITY OF EDUCATION LAHORE |
| GRAPHIC DESIGNING | 2014 | 68% | BRITISH UNIVERSITY |
| COMPUTER COURSE | 2012 | 92% | VOCATIONAL INSTITUTE LAHORE |
| FSC (PRE-ENG) | 2008-2010 | 72% | PUNJAB GROUP OF COLLEGES |

REFERENCE

Will Be Provided on Demand.