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 T owards sales
 Business Development.
- Four Time Employee of The Month Award in 20 18 to 2 021 from MC B Bank Towards Business
 Development & Customer
- Received 4 certificate for AML/CFT Trainings in MCB BANK, Redha al Ansari & GCC Exchange.
- Achie ve T wo tim es prom otion in Pepsi Co and two tim es in MCB BANK.
- I make my own poultry shed in Pa kistan in ye ar 20 19, capacity of shed 5 thousand chicks, within one year I get 1.2 million Rupees Profit.

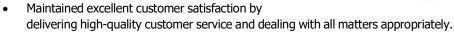
PROFESSIONAL SUMMARY

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

<u>Customer Service Executive, 12/2022 – 12/2023</u> <u>GCC Exchange - Dubai, UAE</u>

- 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.



- 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.

<u>Customer Service Executive, 11/2021 - 11/2022</u> 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.







LANGUAGES

English, Urdu, Punjabi, Hindi:

English:

Advanced

Urdu:

Native

Punjabi:

Native

Hindi:

Expert

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

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.



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

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

REFRENCE

Will Be Provided on Demand.



