



SAIYED ZAFRUL

B2B Sales



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SKILLS

Sales Team Supervision

Presentations & Proposals

Territory Management

Closing Strategies

New Account Development

Customer Retention

Relationship Building

Negotiation Skills

HOBBIES

Playing cricket

Early morning walks

Long drives

Hiking

Reading

PROFILE

Experienced Business Development professional with expertise in strategic planning, and relationship management B2B & B2C partnership fostered over 15 years of experience in the financial industry. Tenacious manager with an analytical approach to solving problems, counseling sales teams to promote success and productivity. Leverage company strengths, and market opportunities and balance resources to achieve ambitious targets & meet deadlines.

WORK EXPERIENCE

Sales Manager-B2Bsales

Mensa Technologies (January 2023-Till Date)

- ☐ Achieve growth and hit sales targets by successfully managing the sales team
- ☐ Design and implement a strategic business plan that expands company's customer base and ensure it's strong presence
- ☐ Build and promote strong, long-lasting customer relationships by partnering with them and understanding their needs
- ☐ Identify emerging markets and market shifts while being fully aware of new products and competition status
- ☐ Create and execute a strategic sales plan that expands our customer base and extends the company's global reach

Key Account Manager & Business Development Manager

Finance House (August 2021- December 2022)

As Key Account Manager: -

- ☐ Develop and maintain strategic long-term trusting relationships with high-volume clients to accomplish organic growth and long-term company objectives
- ☐ Suggest solutions that answer clients' needs and wants
- ☐ Negotiating contracts with the client and establishing a timeline of performance
- ☐ Communication & coordination with operation support, AML KYC team & customers to

As Business Development Manager: -

- ☐ Developing growth strategies and plans
- ☐ Managing and retaining relationships with existing clients
- ☐ Increasing client base
- ☐ Having an in-depth knowledge of business products and value proposition
- ☐ Writing business proposals
- ☐ Identifying and mapping business strengths and customer needs
- ☐ Brought High Ticket Size Business of WPS Product Trumax -3500 Employee
- ☐ Attending Networking Events - Trade Shows, Meetups
- ☐ Hosted technical product demonstrations and promoted features to clients. facilitate Customer & Enterprise Due Diligence (CDD & EDD).

MAJOR CLIENTS

Arabtec

Dulscos

Drake & Skull

Beaver Gulf

Wall Street

Al-Ghurair Exchange

Berkeley

Ajmal Perfumes

Al-Ghurair Exchange

Trumax

Serck

AJ security guard services

POWER security services

PRESENT INFO

Nationality: Indian

Driving License: UAE Driving License

Marital status: Married

Senior Relationship Manager

Mint Middle East LLC (April 2010-July 2021)

- ☐ Broadened client base by 15%
- ☐ Surpassed sales goals by 25% in 2014, 15% in 2015 and a minimum of 10% growth in consecutive years
- ☐ Reduce marketing costs by AED 500,000 by using the barter & affiliation services.
- ☐ The highest Ticket Size for WPS Products was ArabTec for 20,000 Employees and Wallstreet Exchange for 100,000 Cards.
- ☐ Grow market share by increasing company products from B2C Market to B2B Market.
- ☐ In consultation with Web developers, oversaw the development of our new company website and social media presence, which resulted in a 250 % increase in traffic, increased profile, and improved branding for the business.
- ☐ Think strategically - seeing the bigger picture and setting aims and objectives to develop and improve the business.
- ☐ Work strategically - carrying out necessary planning to implement operational changes
- ☐ Managing and retaining relationships with existing clients
- ☐ Having an in-depth & Technical knowledge of business products and value proposition
- ☐ Act as a bridge between Company and Client as a point of correspondence from the stage of Tendering – Drafting -Project Development Communication - Delivery -After Sales Services - Upgradation -Renewal.
- ☐ Attend seminars, conferences, and events where appropriate
- ☐ Developing multiple Channels for Business Opportunities.
- ☐ upselling and cross-selling products/services to clients.
- ☐ Meeting sales/revenue targets.