

SAFWAN SAIFUDDEEN

Senior Sales Officer

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Professional Summary

Dynamic sales professional with proven expertise in customer acquisition, relationship management, and marketing strategies. Skilled in driving revenue growth and delivering exceptional service, with a strong background in both banking and customer-facing roles.

Key Skills

- Strategic Sales Planning
 - New Business Development
 - Key Account Management
 - Sales Team Leadership
 - Client Relationship Management
 - Target Achievement
 - Territory Management
 - Customer Retention Strategies
 - Competitive Market Analysis
 - Presentation & Communication Skills
 - Negotiation & Closing Skills
 - CRM Tools
 - Sales Forecasting & Reporting
 - B2B & B2C Sales Expertise
 - Market Penetration Strategies
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Professional Experience

HDFC Bank || Senior Sales Officer - corporate salary acquisition

Sep 2023 - Mar 2025

- Prospected and acquired new corporate clients to onboard employees under the bank's salary account scheme.
- Conducted presentations and set up desks at corporate offices to promote salary account benefits.
- Built and maintained long-term relationships with employees of corporate clients to ensure service satisfaction and retention.
- Provided prompt customer support and resolved queries to enhance client experience.
- Promoted and sold HDFC Bank credit cards to eligible salary account holders; explained features and benefits to boost activation and usage.
- Cross-sold unsecured personal loans to salaried individuals; managed the full loan process from eligibility check to disbursal.
- Marketed Demat and trading accounts to interested clients; explained features, brokerage, and assisted with account opening.
- Advised customers on Fixed Deposits (FDs) and Recurring Deposits (RDs) based on their financial goals.
- Supported clients in opening and renewing deposit accounts, ensuring correct documentation and interest payout settings.

Delivery Operations Associate || ST Courier Private Ltd

Aug 2021- Aug 2022

- Managed daily pick-up and delivery operations to ensure timely and accurate order fulfillment.
 - Coordinated with warehouse and dispatch teams to streamline logistics and reduce delivery delays.
 - Collected parcels from designated locations and delivered them to customers following route plans.
 - Verified delivery information, obtained signatures, and ensured proper documentation for each order.
 - Handled cash on delivery (COD) transactions securely and submitted payments to the appropriate department.
 - Maintained a high standard of customer service during all delivery interactions.
 - Resolved on-site issues such as address discrepancies or customer queries effectively.
 - Ensured proper handling of packages to prevent damage or loss during transit.
 - Maintained delivery logs, updated tracking systems, and reported delivery status in real-time.
 - Adhered to traffic laws, company safety policies, and COVID-19 hygiene protocols during delivery operations.
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Education

Bachelor of Arts

Mahatma Gandhi University

2018-2021

Languages

- Malayalam (Native) • English • Hindi • Tamil