



📍 Al Qusais Dubai

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SUMMARY

Results-focused commercial sales professional with hardworking style, proactive mindset and persuasive communication skills.

Accomplished in prospecting, customer acquisition and account development for maximum profits. Always seeking out new sales opportunities and driving revenue growth.

SKILLS

- Adept at Microsoft Word, PowerPoint, Excel, Teams Video Communication.
- Well versed at negotiation & communication skills.
- Sales Pitches
- Sales Strategies
- Product Knowledge

ATTIQ-U-REHMAN

EXPERIENCE

May 2016 - Current

Territory Sales Manager - General Trade & Wholesale Friesland Campina Engro Pakistan (FCEPL) | Lahore, Pakistan

- Responsible for handling 717,201 Euro business portfolio
- Effectively managed a team of 7 DSRs & 7 salesmen at distribution to ensure achievement of sale targets & KPIs
- Grew YoY organic growth of net sales by 22% and increased numeric coverage by 15%
- Successfully inducted new products at potential customers through trials and strong follow up
- Efficiently managed stock ordering, planning and forecasting by keeping a liaison with distribution & supply chain through regular calculation of stock norms
- limit by 33% meanwhile maintaining ROI of the distributor.

June 2014 - October 2016

Territory Sales Manager - AJK OS Friesland Campina Engro Pakistan (FCEPL) | Kotli, Pakistan

- Developed Sub distributor into Master distribution to deliver sustainable brand equity & growth in Kashmir territory
- Effectively managed 12 Sub-distributors with business of 30 million in AJK
- Effectively managed geo expansion by inducting new ADs & SDs leading to volume increase
- Implemented secondary sales system.

April 2012 - June 2014

Coordinator Sir Syed College - Mianwali | Mianwali, Pakistan

- Responsible for Teachers Hiring, Evaluation & Roasters development
- Effectively managed class timetable & examination schedule management
- Responsible for Event Organization and public dealing
- Responsible for Coordination with BISE Sargodha for Student registration & Degree issuance.

EDUCATION

2011

MSC (Honors) | Agricultural Economics

Pir Mehr Ali Shah Arid Agriculture University Rawalpindi

2009

BSC (Honors) | Agricultural Economics

Pir Mehr Ali Shah Arid Agriculture University Rawalpindi

PERSONAL INFORMATION

Date of birth: 02/08/1985

