



FARHAN TARIQ

Sales and Marketing

- 📍 United Arab Emirates (UAE)
- 🌐 Pakistani
- ☎ +971-527842912
- ✉ alifarhan827@outlook.com

SUMMARY

Detailed Client Service Associate known for having great organizational skills. Gifted at working with all types of customers. Looking for a new role where hard work and dedication will be highly valued.

SKILLS

- Strategic Planning
- Business Development
- Administration and Reporting
- Team Building
- Budget Management
- Negotiation
- Problem Resolution
- Recruitment and Hiring
- Team Leadership
- Task Delegation
- Team Development
- Hiring and Training
- Lead Generation
- Goal Setting
- Interpersonal Relations
- Customer Service
- Decision-Making
- Conflict Resolution
- Sales and Marketing
- Business Planning

EXPERIENCE

SENIOR AREA MANAGER, 07/2023 – 01/2024

PharmEvo Pvt Ltd, Sargodha, Pakistan

- Resolved customer inquiries and complaints requiring management-level escalation.
- Delegated work to staff, setting priorities and goals.
- Provided leadership, insight and mentoring to newly hired employees to supply knowledge of various company programs.
- Recruited and trained new employees to meet job requirements.
- Reviewed employee performance and provided ongoing feedback and coaching to drive performance improvement.
- Assigned work and monitored performance of project personnel.
- Use CRM for customer track record.

SENIOR AREA SALES MANAGER, 07/2019 – 06/2023

Getz Pharma Pvt Ltd., Sargodha, Pakistan

- Developed and implemented strategic sales plans to accommodate corporate goals.
- Penetrated new markets by investigating competitor products, services and trends.
- Prospected, identified and cultivated relationships with contacts to promote product

Lines and solutions.

- Led, coached and developed employees to achieve sales goals.
- Represented company at trade association meetings to promote products and services.
- Conducted field rides with sales personnel to provide in-the-field coaching and training.
- Analyzed sales statistics to formulate policy and drive KPI benchmarks.
- Utilized Management Information System (MIS) and Power BI dashboard software to maintain records of customers activities and networking opportunities.
- Resolved customer complaints regarding sales and service.
- Coached, developed and motivated team to achieve revenue goals.

AREA SALES MANAGER, 01/2015 - 06/2019

Getz Pharma Pvt Ltd., Sargodha, Pakistan

- Identified prospects to foster growth for new business partnerships to build pipelines.
- Conducted onboarding process for newly assigned accounts, communicating customer needs and expectations to sales team.
- Analyzed and controlled expenditures of division to conform to budgetary requirements.
- Hired and motivated high-performing sales team achieving over 18000000 PKR in newsales per year.
- Utilized Management Information System (MIS) and Power BI dashboard software to maintain records of customers activities and networking opportunities.
- Supported sales team members to drive growth and development.
- Led sales planning, development and account management to grow existing accounts and establish new sales accounts.
- Directed and coordinated products, services and sales activities.
- Met with sales and Marketing departments to determine project road maps and createunique products to drive profitability and champion brand.

TERRITORY MANAGER, 03/2010 - 12/2014

Getz Pharma Pvt Ltd, Sargodha, Pakistan

- Worked closely with existing accounts to grow market share.
- Stayed current on competitor sales, prices and products.
- Maintained direct personal contact with all assigned accounts and fostered relations with new ones.
- Analyzed territory to identify and negotiate contracts with new retail customer opportunities.
- Devised territory sales plans to exceed revenue and market penetration goals.
- Negotiated pricing, terms, and implementation dates.
- Developed sales plans designed to achieve revenue targets and business objectives.
- Resolved customer complaints regarding sales and service.

SALES PROMOTION OFFICER, 03/2010 - 08/2010

Platinum Pharma Pvt Ltd., Sargodha, Pakistan

- Built strong base of loyal customers through friendly interactions and professional engagement.
- Worked independently with minimal supervision, taking ownership for assignments.

- Created positive product impressions by engaging with potential customers to increase sales opportunities.
- Created welcoming environment to entice customers to sample products.
- Completed call reports, paperwork and ongoing training by required deadlines.
- Formulated plans to expand business operations and grow overall territory and client base.
- Demonstrated products, highlighting features to address prospects' needs.
- Increased sales by encouraging customers to purchase additional products and services.
- Conducted product demonstrations to explain details, highlight features and show use.
- Tracked market and competitor activities to stay current on products and consumer preferences.

EDUCATION AND TRAINING

University Of Sargodha, Sargodha, 08/2009
Bachelor of Commerce

Govt Ambala Muslim College, Sargodha, 05/2006
Intermediate of Commerce

Govt Model High School # 2, Sargodha, 05/2004
Matriculation

LANGUAGES

Urdu: First Language

Urdu: C2

Proficient

Punjabi: C2

Proficient

English: B2

Upper Intermediate

ACCOMPLISHMENTS

• Achievement as Area and Senior Area Sales Manager

- Develop 5 area with 500 customer to increase the revenue growth.
- Increase the sales from 2400000 to 18000000 Pkr in 8 years of managerial tenure.
- Established 5 territory and generating 50000 Pkr sales in a month.
- Established 15 new brand which is contributed in high level of sales.
- Topper of Pakistan in new products launch.
- Develop 7 territory manager and promoted as area sales manager.
- Continuously achieved 8 years budget vs achievement.
- Win 4 time international tour.

• Achievement as a Territory Manager

- Develop 100 customer in 4 years.
- Increase sales revenue from 200000 Pkr to 1500000 in 4 years.
- Established 4 brick and increase the sales 10000 every month.
- Established 3 new brand in 4 years with help in generating the revenue.