

MAZHAR AFZAL

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Dynamic and results-driven Sales and Customer Service Executive with a distinguished history of achievement in the recruitment agency and printing press industries. Starting my journey at Media Solutions, a prominent printing press, where I spent 3 years honing my skills in sales and client relationship management. Transitioning to DRC, a leading recruitment agency, I further expanded my expertise over 2 years, demonstrating exceptional acumen in identifying business opportunities and driving revenue growth. Proficient in leveraging industry insights to exceed targets and cultivate enduring partnerships, I am eager to bring my proven track record of success to drive impactful results in your organization.

SKILLS

- Communication skills
- Good command on Microsoft Suite
- Upselling and cross-selling expertise
- Lead generation
- Ability to prioritize
- Client relationship management
- Inbound and outbound calling
- Customer service

EXPERIENCE

MAY, 2023 – APRIL, 2024.

SALES & CS EXECUTIVE, DRC HEALTHCARE PAKISTAN

- Identify and prospect potential new clients within the healthcare sector through activities such as cold calling, email outreach, networking events, and LinkedIn outreach.
- Cultivate and maintain strong relationships with existing clients in the healthcare sector, including hospitals, nursing homes, and care facilities.
- Act as a trusted advisor to clients, understanding their staffing needs, challenges, and objectives to provide tailored solutions.
- Conduct thorough needs assessments with both existing and new clients to understand their current staffing levels, vacancies, and specific requirements for healthcare professionals.
- Gather detailed information from both existing and new clients regarding their staffing needs, including job roles, qualifications, experience levels, shift patterns, and desired start dates.
- Act as a liaison between clients and internal recruitment teams, facilitating communication, providing updates, and ensuring a smooth and positive experience for all parties involved.
- Negotiated and finalized payment contracts with clients, ensuring terms were mutually beneficial and aligned with company policies and objectives.

JUNE, 2022 – APRIL, 2023

BUSINESS DEVELOPMENT EXECUTIVE, AMBITION BPO

- Identify key market segments within healthcare, such as hospitals, clinics, nursing, residential & care homes, and prioritize leads based on potential value and fit with the agency's services.

- Actively prospect and identify potential clients through various channels, including cold calling, email campaigns, networking events, and LinkedIn outreach.
- Attract new clients by innovating and overseeing the sales process for the business.
- Build and nurture relationships with key decision-makers and stakeholders within target healthcare organizations, including HR managers, department heads, and C-suite executives.
- Engage in meaningful conversations to understand their staffing challenges and position the agency as a trusted partner capable of addressing their needs.
- Leverage technology tools such as customer relationship management (CRM) software to manage leads, track interactions, and measure the effectiveness of lead generation activities.
- Negotiated and finalized payment contracts with clients, ensuring terms were mutually beneficial and aligned with company policies and objectives.

JANUARY, 2019 – APRIL, 2022

SALES EXECUTIVE, MEDIA SOLUTIONS

- Developing and implementing sales strategies to achieve revenue targets and increase market share.
- Identifying potential clients and building strong relationships with existing clients to ensure repeat business.
- Acting as the main point of contact for clients, addressing their inquiries, providing quotes, and ensuring customer satisfaction.
- Negotiating contracts, pricing, and terms of sale with clients to maximize profitability while meeting their needs.
- Coordinating with other departments, such as production and logistics, to ensure timely delivery of orders and resolve any issues that may arise.
- Collaborating with other departments to streamline processes and improve overall efficiency and customer service.
- Collaborating with the marketing department to develop promotional materials, campaigns, and strategies to attract new clients and retain existing ones.

EDUCATION

BACHELOR IN COMMERCE	INTERMEDIATE	MATRICULATION
CONTINUE	2019	2015

PERSONAL DETAILS

- NATIONALITY:** PAKISTAN.
- MARITAL STATUS:** SINGLE.
- VISA STATUS:** VISIT VISA VALID TILL 5TH JULY, 2024.
- AVAILABILITY:** AVAILABLE TO JOIN IMMEDIATELY.