



Muzzafar Shaukat

Sales Executive

Highly-motivated sales professional with 10+ years of experience in providing expertise in strategic lead generation, sales presentations, effective liaising, enterprise sales strategy, creative marketing, and category supervision across diverse sectors. Quota-surpassing sales manager with a consistent record of converting sales prospects into loyal, satisfied clients and building a network of referrals to increase sales.

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SKILLS & COMPETENCIES

Sales Strategy Implementation	P&L Portfolio Management	Influential Negotiation Skills	After Sales Support
Sales Presentation Planning	Coaching & Mentoring	Target Market Data Research	Strategic Selling Skills
Customer Prospecting & Retention	Quality Assurance & Compliance	Building Rapport	Google Analytics
Microsoft Office Suite	Hubspot	Salesforce	NetSuite
CRM	Google Adwords	Bitrix24	

WORK EXPERIENCE

Sales Executive

Chenone

08/2022 - Present

San Antonio, TX

- Managed a portfolio of 30+ products and services while mentoring the sales team to achieve sales goals.
- Led operational excellence of 15+ locations and territories through the effective implementation of strategic plans.
- Improved product sales by 12% for the portfolio managed, which led to a 20% increase in annual revenue.
- Hit and exceeded sales KPIs by 30% for the months of October, November, and December in 2019.
- Analyzed market segments to identify new business opportunities to expand the existing customer base significantly.
- Managed sophisticated development of sales teams through innovative training methodologies and sales approaches.

Sales Manager

Carrefour Pakistan

03/2020 - 07/2021

San Antonio, TX

- Provided coaching, mentoring, and immediate troubleshooting support to a team composed of 10+ Account Managers.
- Cold-called 20+ potential clients on a daily basis, with a closing rate of 10% to 20%.
- Oversaw different business development initiatives to improve the company's annual sales volume successfully.
- Organized a comprehensive training seminar on various pricing strategies implemented in 5 different branches, that over the course of next year had an average increase of 8% compared to the other branches.
- Maintained the accurate tracking of budgeting and sales costs, labor, operations cash flow, and supplies.

Sales Representative

Chakwal Electronics

06/2018 - 02/20120

San Antonio, TX

- Spearheaded the prospecting of new customers through referrals from existing clients and sales phone calls.
- Offered professional answers and advice to curious clients encouraging them to schedule a visit to the showroom.
- Worked efficiently to overcome objection while developing sales plans to close sales and exceed established quota.

WORK EXPERIENCE

Sales Representative Madina Cash and Carry

07/2015 - 05/2020

San Antonio, TX

- Drove revenue growth by 3.5% YOY by implementing innovative sales strategies while improving the overall sales process.
- Collaborated with all departments to ensure a cohesive sales team to increase product sales and expand territories.
- Developed and implemented operational strategies for the sales department significantly improving the business process.
- Trained 20+ salespeople on the sales process, proposal development, closing business deals, and acquiring new clients.

Salesman Outfitters

03/2013 - 06/2015

San Antonio, TX

- Employed client insight awareness in identifying the customer's needs and utilized consultative selling skills in optimizing business opportunities to communicate pricing and service strategies effectively.
- Provided invaluable contribution to the escalation of revenue growth by actively developing profound marketing plans, managing prospects, and preserving substantial information in the prospect database.
- Collaborated with the Compliance Unit to resolve customer issues and maintain a high level of customer satisfaction.

EDUCATION

Masters of Science Quaid I Azam University Islamabad

01/2015 - 02/2017

GPA 3.8/4.0

Bachelor of Science University of Sargodha

01/2010 - 06/2014

GPA3.9/4.0

TRAININGS & CERTIFICATIONS

Six Sigma Black Belt (11/2019)

Brand Management: Aligning Business, Brand and Behavior (06/2019)

Leadership for Managers (04/2015)

Six Sigma Green Belt (08/2019)

Building your E-commerce Business (01/2019)

Sales Coaching Masterclass (02/2014)

HONOR AWARDS

Employee of the Year (2019)

Chubby Bear International

- Successfully negotiated 300+ new business deals in the fiscal year 2018-2019.

Most Number of Sales Team Recruits Award

Winemakers Company

- Successfully recruited and completed the onboarding process of 10+ new salespeople for the first quarter of 2018.

Employee of the Month - 8 times in 3 years

Winemakers Company

LANGUAGES

English

Spanish



Italian



INTERESTS

i7' Public Speaking

|>] Photography

Creative Writing

@ Sustainability