

# Hussain Afzal

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## Education

### Institute of Business & Management

**University Of Engineering And Technology Lahore** **2016**

BBA (Hons) Marketing

**Govt. Islamia College Civil Lines Lahore** **2012**

I.Com

## Experience

### **Pakson International Plastic Industries Pvt. Ltd.**

**Regional Sales Manager Central Punjab** **2023- Present**

I lead business growth and market expansion for home appliances and office furniture across Central Punjab. My core responsibilities include dealer activation and channel expansion, with a focus on a strong, performance-oriented distribution network.

I specialize in identifying and onboarding high-potential dealers, providing them with structured training, marketing support, and the tools they need to succeed. I ensure each dealer becomes a productive brand partner. I engage the inactive dealers through performance-based incentives.

On the channel side, I actively drive diversification strategies expanding into new towns, corporate sales, retail sales, and modern trade sales partners. This multi-channel approach helps boost brand visibility, improve product availability, and accelerate regional sales growth.

I am responsible for driving regional sales growth and brand presence through targeted marketing and branding strategies in the competitive home appliances and office furniture market. My core focus is on understanding the unique customer segments across urban and semi-urban areas of Central Punjab and developing tailored marketing campaigns that resonate with local buying behavior and seasonal demand.

I lead and manage a dynamic sales team focused on delivering growth in the home appliances and office furniture sector. My key responsibility is to develop, train, and empower the sales force to achieve regional sales targets and enhance market presence. I design and implement regular training programs to enhance product knowledge, customer handling, and territory management.

**Area Sales Manager      Lahore & Faisalabad Territory****2020-2023**

- Responsible for developing the dealer network strategy in the territory and implementing effective sales techniques for the growth of the dealer network.
- Handling the worth of 250 million business annually in the assigned area.
- Ensure continued growth of Boss' market share and profitability in all Brand Categories, including Boss Puro, Wello, Vira, Bellona, Aveeva Coolers, Geysers, and Washing Machine.
- Lead the Sales team and motivate them to achieve the sales targets.
- Develop and implement a field sales plan for the assigned territory.
- Responsible for the growth of the business as well as for the profitable performance of the sales, meeting sales targets in the assigned territory.
- Increased Sales by developing new Dealers and pushing up the dealership network.
- Responsible is to creating the budget plan for dealers' branding and Marketing within their territory.
- Ensuring the stock availability in the Market.
- Maintain high service levels for dealer satisfaction in the designated area.
- Identify the Swot & Gap analysis and monitor the competitor activities for growth and improvement.
- Check the dealer visit report regularly, received by the sales team, and make an analysis of all things regarding the dealer's queries and solve them more efficiently.
- Funds the timely recovery from dealers.
- To work with cross-functional teams, including media marketing, Finance, and Supply Chain, to increase the Dealer Sales Efficiency more effectively.
- Ensure adherence to all Company principles and policies.

**Zameen.com****Sales Manager- Lahore Region****2019-2020**

- Responsible for developing the dealer's network within the region.
- Actively engage within the Property market to work closely with Dealers.
- Driving sales by analyzing, conceptualizing, and executing strategies to achieve given targets.
- Conduct competitor awareness and provide feedback to ensure the business is in line with the market trend.
- Responsible for handling and resolving customer queries and feedback, and ensuring that they are resolved within the shortest possible period to optimize satisfaction levels.
- Identify and pursue new sales opportunities, including leads from various sources, networking events, and cold calling.
- Understand the client's needs and tailor solutions to meet their specific requirements.

- Observe and check the performance of the sales team and motivate members to meet or exceed sales targets.

### **Assistant Sales Managers**

**2016-2019**

- Responsible for developing the Dealers Network within the assigned territory.
- Participate in Sales training sessions to continually update product knowledge.
- Follow the KPI's regularly and report to the Sales Manager to ensure that performance is maximized.
- Responsible for building strong customer relationships and existing clients.

### **Projects**

- **Tapal Danydar (Tea) Market Research Report – UET Lahore**
- Led the group of five colleagues to build the brand concept and execute the promotional idea.
- Our main focus is to organize a tea market where different companies like Unilever and Tapal to build up their market share in tea.
- **Automobile Industry in Pakistan**
- The study aimed to investigate the customers of automobiles in terms of their attitude, demand, usage, satisfaction, and loyalty.
- The study found that **Suzuki, Honda, and Toyota** are the most commonly used brands of Pakistan for automobiles.

### **Additional Skills And Experience**

- Application software, .Ms Office, Ms excel, Ms project
- Excellent networking skills
- Excellent interpersonal and communication skills
- Superb presentation skills
- Motivation and team-building skills
- Good conflict resolution skills
- B2B, B2C Sales skills
- Client Management Skills
- Excellent ability to meet deadlines
- A team player