

# BASIT KHAN

+92 312 152 8882 [info.basitkhan98@gmail.com](mailto:info.basitkhan98@gmail.com) [LinkedIn](#) Blue Area Islamabad

## Key Account Manager | Market Analyst

### SIGNATURE ACHIEVEMENTS:

- ✓ Directed the implementation of targeted sales strategies across varied regions, resulting in a marked increase in market share and brand visibility.
- ✓ Established and nurtured relationships with around 30 business partners, enhancing customer engagement and loyalty.
- ✓ Designed and directed promotional campaigns that increased product visibility and engaged a wider customer base.
- ✓ Achieved and surpassed sales goals by utilizing sales techniques and individualized customer interactions.

COMPUTER SKILLS: M.S Office (M.S Word, Excel and PowerPoint) | Internet and E-mail | Windows Installation

## AREA OF EXPERTISE

- |                                |                                  |                            |
|--------------------------------|----------------------------------|----------------------------|
| ✓ Sales Strategy Development   | ✓ Client Relationship Management | ✓ Monitoring and Reporting |
| ✓ Market Research and Analysis | ✓ Team Leadership and Training   | ✓ Strategic Planning       |
| ✓ Data-Driven Decision Making  | ✓ Cross-Functional Collaboration | ✓ Conflict Resolution      |
| ✓ Customer Feedback Analysis   | ✓ Sales Techniques & Negotiation | ✓ Budget Management        |

## PROFESSIONAL EXPERIENCE

### Key Account Manager (North)

Feb 2025 – Present

#### Herbion Natural (IMT & LMT)

- **New products launching (NPL)** proven track record of successfully launching and managing new products, optimizing distribution strategies, and leading high-performing teams to achieve ambitious goals
- **Team Leadership:** Successfully led and motivated teams to achieve ambitious targets, fostering a collaborative and results-oriented environment.
- **Distribution Management:** Developed and implemented efficient distribution strategies, optimizing logistics and ensuring timely delivery of products to diverse markets.
- **Stakeholder Management:** Built strong relationships with key stakeholders, including suppliers, distributors, and customers, to ensure smooth operations and mutually beneficial outcomes
- **Process Improvement:** Identified and implemented process improvements to enhance efficiency and effectiveness in distribution operations.
- **Problem-Solving:** Demonstrated strong problem-solving skills, effectively resolving challenges and finding innovative solutions to optimize distribution processes.

### Territory Sales Manager (TSM)

Feb 2023 – Jan 2025

#### Fasilabad Oil Refinery, Islamabad, Rawalpindi, Hazara, Belt

- Implemented sales strategies and initiatives across diverse regions, leading to a notable enhancement of competitive presence and revenue growth.
- Developed and maintained relationships with approximately 30 clients, distributors, and retailers to support brand visibility and customer engagement.
- Managed primary and secondary sales networks by developing and implementing strategic plans to enhance product distribution and retailer engagement.
- Led a team of sales representatives, providing coaching and mentorship to drive performance and achieve sales targets, resulting in approximately a 15% increase in overall team sales.
- Collaborated with cross-functional teams, including marketing and logistics, to optimize operations and improve customer experience.
- Coordinated and executed promotional activities to increase product visibility and engage customers across the territory.
- Gather and analyze customer feedback to inform product development and improve service delivery.

**Qarshi Industries (PVT) Ltd, Islamabad**

- Conducted comprehensive market research, identifying emerging sales opportunities and developing strategic approaches that resulted in capturing new market share.
- Monitored competitor activities, adapting sales strategies to maintain a competitive edge, leading to approximately 15% growth in market share.
- Attained and exceeded monthly sales targets by employing sales techniques and personalized customer approaches.
- Monitored accurate records of sales activities, customer interactions, and sales performance metrics for reporting purposes.
- Developed and implemented sales strategies to enhance market share and drive revenue growth, utilizing market analysis and customer insights.
- Cultivated and sustained strong relationships with key clients, ensuring customer satisfaction through responsive engagement and support.
- Trained and mentored a team of 5 junior sales staff, developing a collaborative environment and promoting best practices in sales techniques.

**EDUCATION**

**Graduation** | Quaid e Azam University Islamabad (2022)

**ICS** | FBISE-Islamabad (2017)

**SSC/HSSC** | FBISE-Islamabad (2015)

**CERTIFICATIONS**

**Star Performer of June 2022 in Pakistan by Qarshi Industries**