



# Raheel Awan

Experienced Sales & Distribution Manager

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## About Me

Sales and distribution expert with 10+ years of experience in driving market expansion, revenue growth, and distributor management. Adept at executing strategic sales initiatives, leading high-performing teams, and optimizing supply chain efficiency. Proven track record in achieving sales targets, strengthening dealer relationships, and conducting competitive market analysis. Passionate about improving brand visibility and customer retention through innovative trade marketing strategies. Committed to delivering sustained business growth and operational excellence.

## Education

### Master of Business Administration (MBA) in Marketing

University of Peshawar

### Bachelor of Arts (B.A.)

University of Peshawar

### Intermediate (Faculty of Arts - F.A.)

Board of Intermediate & Secondary Education (BISE), Peshawar

### Secondary School Certificate (SSC)

Peshawar Board

## Work Experience

### Area Incharge

Jan 2023 – Present

#### Maple Leaf Cement

Managing sales operations for HD Putty, Wallcoat, and White Cement across key territories; executing market penetration strategies; ensuring sales growth and brand visibility.

- **Sales Target Achievement & Market Growth:**

- Successfully meeting and exceeding monthly and quarterly primary & secondary sales targets; implementing strategic sales initiatives to enhance brand reach and revenue generation.

- **Dealer & Distributor Management:**

- Strengthening relationships with dealers and distributors through regular visits; providing sales support; negotiating trade terms; and ensuring consistent supply chain efficiency.

- **Market Intelligence & Competitive Analysis:**

- Conducting on-ground competitor assessments; pricing strategy evaluations; and market surveys to identify opportunities and optimize sales performance.

- **Receivables & Recovery Oversight:**

- Managing accounts receivables and collections; ensuring timely payments; addressing outstanding dues; and maintaining healthy financial transactions with business partners.

### Area Sales Manager (North)

Dec 2021 – Jan 2023

#### Liasia Impex

Led and managed sales, distribution, and territory expansion across KPK, Hazara Belt, Islamabad, and Rawalpindi; optimizing distributor performance, sales team effectiveness, and revenue growth.

- **Regional Sales & Market Expansion:**

- Designed and executed town-wise sales strategies; territory expansion plans; and penetration models to maximize product availability and sales volume.

- **Sales Team Leadership & Execution:**

- Supervised a team of Territory Sales Officers (TSOs), Order Bookers, and Field Officers; providing coaching, performance tracking, and incentive-driven motivation.

- **Distributor Relationship Management:**

- Built and sustained strong partnerships with distributors; ensuring mutual business growth, demand forecasting, and consistent supply chain operations.

- **Product Visibility & Availability Enhancement:**

- Developed structured field execution plans; POS branding initiatives; and display strategies to boost brand prominence in key market segments.

### Area Sales Manager

Feb 2021 – Nov 2021

#### Sufi Group of Companies

Managed end-to-end sales operations, team performance, and distributor network across Mardan, Kohat, and Hazara belts; driving market growth and volume targets.

- **Volume Target Achievement & Growth Strategies:**

- Successfully delivered monthly and annual sales quotas; ensuring territory-wise sales consistency and customer acquisition.

- **Distributor Expansion & Onboarding:**

- Identified potential market gaps and introduced new sub-distributors; strengthening market reach and retail network coverage.

- **Sales Team Development & Performance Optimization:**

- Led daily sales briefings, performance evaluations, and training sessions to enhance productivity and revenue generation.

- **Product Availability & Retail Penetration:**

- Ensured effective stock movement, SKU placement, and shelf visibility across key retail outlets and trade channels.

## Skills

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- Sales Strategy & Execution
- Market Expansion & Growth
- Dealer & Distributor Management
- Business Development
- Sales Target Achievement
- Retail & Wholesale Sales
- Territory Management
- Revenue & Profitability Optimization
- Trade Marketing & Branding
- Customer Relationship Management
- Leadership & Team Management
- Negotiation & Persuasion
- Problem-Solving
- Communication & Networking
- Decision-Making
- Microsoft Office (Excel, Word, PowerPoint)
- CRM & Sales Management Tools

## Languages

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- English
- Urdu

## Territory Sales Officer; Hadayat Detergent & Chemical

Dec 2019 – Jan 2020

### Sufi Group

Spearheaded territory sales operations, distributor management, and trade marketing initiatives across Peshawar and nearby markets.

- **Distributor Relations & Order Fulfillment:**
  - Developed strong business relationships with key distributors; ensuring efficient stock replenishment and order execution.
- **Market Display & Trade Visibility:**
  - Implemented product merchandising strategies; trade branding campaigns; and in-store displays to enhance brand recognition and consumer engagement.
- **Key Accounts & Retail Partnerships:**
  - Strengthened connections with high-volume customers, wholesalers, and retail chains fostering business growth.
- **Competitor Monitoring & Market Trends Analysis:**
  - Conducted pricing reviews; competitor benchmarking; and consumer preference surveys to refine sales strategies.

## Business Development Officer

Sep 2018 – Nov 2019

### Ontex Canbebe NPD

Managed distribution network expansion, sales execution, and market positioning for Canbebe NPD across Kohat and surrounding regions.

- **Territory Development & Distribution Network Growth:**
  - Expanded Canbebe's presence by strategically appointing new distributors and enhancing retailer engagement.
- **Competitor Pricing & Market Research:**
  - Conducted pricing audits: competitor assessments; and consumer demand forecasting to optimize pricing strategies and promotional efforts.
- **Sales Performance & Target Execution:**
  - Ensured order fulfillment, trade scheme implementation, and volume growth, contributing to overall market share increase.
- **Customer Retention & Loyalty Building:**
  - Strengthened customer relations through personalized engagement, trade visits, and effective issue resolution.

## Sales Supervisor

Dec 2016 – Aug 2018

### Ontex Canbebe NPD

Managed distribution network expansion, sales execution, and market positioning for Canbebe NPD across Kohat and surrounding regions.

- **Territory Development & Distribution Network Growth:**
  - Expanded Canbebe's presence by strategically appointing new distributors and enhancing retailer engagement.
- **Competitor Pricing & Market Research:**
  - Conducted pricing audits: competitor assessments; and consumer demand forecasting to optimize pricing strategies and promotional efforts.
- **Sales Performance & Target Execution:**
  - Ensured order fulfillment, trade scheme implementation, and volume growth, contributing to overall market share increase.
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  - Strengthened customer relations through personalized engagement, trade visits, and effective issue resolution.

## Assistant Manager

Mar 2014 – Nov 2016

### Dany Technology

Managed sales operations, customer service, and product support for Dany Technology's retail segment.

- **Operations & Team Supervision:**
  - Led store operations, staff performance evaluations, and customer service protocols to enhance business efficiency.
- **Customer Service & After-Sales Support:**
  - Provided technical assistance, warranty claim resolutions, and complaint handling to maximize customer satisfaction.
- **Sales Performance & Business Growth:**
  - Monitored sales trends, customer footfall analysis, and stock movement reports to optimize retail performance.
- **Process Optimization & Workflow Efficiency:**
  - Streamlined operational procedures, service response time, and store management protocols to improve overall output.