



Atif Shah

Senior sales manager

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Kohat Road, Peshawar, Pakistan

Summary

Results-driven Sales Manager with a proven track record of driving revenue growth, building high-performing sales teams, and expanding market share. Experienced in developing sales strategies, setting targets, managing key accounts, and analyzing market trends to optimize performance. Strong leader with excellent communication, negotiation, and coaching skills, focused on achieving business objectives and maintaining long-term customer relationships.

Skills

Target Setting | Target Orientation Skills | Services Marketing | Sales Teams Development | Sales Operations | Sales Management | Sales Functions Management | Sales Administration | Retail Sales | Product Distribution Skills | Presentation Skills | Power System Operations | Opportunity Identification | Opportunity Creation | Negotiation Skills | Nation Wide Network Handling | MS Excel | Mindset | Marketing Support | Marketing Research | Marketing Management | Marketing Activation | Managing Large Teams = | Leading Positive Change | Lead Genaration Skills | IT Systems Development | IT Operations Management | Interpersonal Leadership | Institutional Selling | Global Business Development | Follow-up Sales Activity | Field Work | Executive Presentation Skills | Event Marketing Strategies | Direct Marketing | Digital Business Development | Dealers | Dealer Network Development | Data Distribution Analysis | Customer Interaction Management (CIM) | Corporate Sales Management | Coordination Skillss | Communication Skills | Business Development Strategies | Business Development | Business Analysis | B2B Business Development | Analytical Skills | Analytic Reporting

Experience

Jan 2010 - Dec 2025 **Senior sales manager**
Shah Enterprises, Peshawar, Pakistan

Education

- 2026 **Udemy.com**
Certification
Sales Training : Practical Sales Techniques
- 2026 **NASP**
Certification , Sales Foundation Professional (NASP)
Sale Negotiations Sales Process Sales Soft Skill
- 2026 **SAP**
Certification , SAP
SAP(ERP)

- 2026 **CCNA (Cisco Cettified Network Associate)**
Certification , CCNA
Router Switching Network Security
- 2026 **LinkedIn Learning**
Certification , Sales Management Association
Sales Strategy Sales performance Sales Coaching
- 2026 **Atlanta College of Liberal Arts and Sciences**
Masters in Business Administration , MBA
Business Administration,Marketing Management
- 2026 **LinkedIn Learning**
Certification , Marketing Strategies
Marketing
- 2025 **PMI Project management institute**
Certification , CBAP
Business Analysis
- 2010 **Islamia University**
BCS/BS , BCS (Hons)
Computer Science
CGPA: 2.5/4

Projects

Sales strategies and approaches

<https://www.linkedin.com/learning/certificates/a18676efadcdfb6f27a0a970d8b5ab92c1a063652eb884b2b208afe4db5ee5d3>

Project of linkedin

Sales training : practical sales techniques

<https://www.udemy.com/certificate/UC-6f8800ec-8889-4359-aad7-0b5a9855fa82/>

Udemy and prof christ croft was helping a lot for the completion of this project

Languages

English
Intermediate

Urdu
Expert