

SAQLAIN ALI

Address: Sheikhupura, Paksitan
Contact: +92-303-4146446 ▪ E-Mail: Saqlainali.lbs@gmail.com



Personal Details

09th October, 1990 ▪ Male ▪ Pakistani ▪ Married
Languages Known: Urdu, English, Chinese and Punjabi

SALES & MARKETING PROFESSIONAL

Sales & Marketing Strategy ▪ Sales Achievement ▪ Relationship Building ▪ New Business Development ▪ Customer Satisfaction & Retention ▪ Excellent Communication Skills ▪ Sales Planning & Forecasting ▪ Problem Solving ▪ Time Management ▪ Interpersonal Skills ▪ Microsoft Office

Highly motivated and results-oriented professional with over Nine years' experience in a variety of industries with a background in sales, marketing, management, customer service and business development to deliver substantial revenue growth in highly competitive business markets.

Career Overview

- Expertise in creating or implementing value added sales strategies, building relationships, negotiating, organization, training, communicating, problem-solving and bringing profitable business to a close.
- Adept at training and supervising staff, recommending solutions to improve processes, and implementing effective programs to streamline operations.
- Skilled at increasing revenue and profitability, analyzing market trends, launching new products, formulating strategies, and spearheading various complex projects within budget and time constraints.
- Experienced in the execution of departmental policies, and procedures, as well as consistently assessing operational needs to impact performance.
- Demonstrated ability to build strong relations with stakeholders, staff, consultants, and customers. Leverage customer service, problem solving, and communication skills to deliver exceptional results.

Professional Experience

Oct 2024 – Continue with IIL, Lahore, as a Territory Sales Manager

Key Result Areas:

- Development and Execution of business plans to attain Significant Sales Growth with in the assigned territory.
- Monitoring the sales team to enhance sales activities in commercial market.
- Conduct day to day market analysis and maintaining strong coordination with distributor and dealers.
- Timely identification of market needs and trends to counter industry challenges and to make counter strategies for competition.

Jan 2024 – October 2024 with Newage Cables, Lahore, as an Area Sales Manager

Key Result Areas:

- Area Development with effective sales strategies.
- Addition of new corporate and individual customers.
- Strong knowledge of competitor strategies and market offers to make counter strategies.
- Strong follow up on after sales services to retain the customer for longer period.
- Timely communication with technical staff to accomplish customer needs and requirements.

Feb 2021 – Sep 2023 with Dawn Foods, Sheikhupura as a Sales Officer

Key Result Areas:

- Comply with market visit itinerary and provide daily market visit report to line manager.

- Ensure sales growth by using effective marketing strategies such as basic fundamental of sales (Product, Place, Price & Promotions).
- Ensure Implementation of sales core objectives and goals in assigned territory.
- Ensure and maintain effective utilization of trade rebates and manage company assets properly.
- Effectively coding of new shops in sales coverage and explore new shops and areas to increase sales.
- Always keep an eye on trade activities of competitors to counter them timely and effectively.

Oct 2019 – Jan 2021 NBP Funds, Lahore as a Relationship Manager

Key Result Areas:

- Conducted everyday meetings with new and existing clients to bring investment in the organization.
- Identified and explored new market and worthy customers and devised strategies to achieve sales targets.
- Utilized outstanding problem solving and active listening skills to diffuse difficult customer situations with tact and ease, achieving winning outcomes for customer and bank.
- Successfully handled and interfaced with banking customers to support daily requests, including service activation, account maintenance and complaints in timely and responsive manner.

Oct 2015 – Sep 2019 with MCB Bank, Lahore as a Banca Sales Officer

Key Result Areas:

- Addressed customer complaints and resolved varied client inquires by collaborating with employees. Ensured swift resolution of issues to preserve customer loyalty in accordance with standard operating procedures.
- Provided information and description of multiple products to educate consumers on market trends. Created high performing, competitive sales culture, and incorporate sales strategies to expand market into new territory.
- Sustained high level of professionalism, integrity, customer satisfaction and sales growth by utilizing a diversity of marketing methods; addressed needs and requests and adhered to customer service standards and protocols.
- Achieved sales and profitability targets, training, sales strategies and plans while growing profits and market share, deliver solutions to deal with escalate issues.
- Developed and strengthened professional working relationship with a wide range of customers, by meeting and exceeding customer expectations and requirements within the department.
- Analyzed market trends to determine customer needs, volume potential, price schedules, and discount rates.

Educational Background

- **MBA in Marketing** from Lahore Business School (LBS), The University of Lahore, 2015 (CGPA 3.35)
- **Bachelor of Commerce (IT)** from Pakistan National College of Commerce, Punjab University, Sheikhpura, 2011
- **Faculty OF Sciences (Pre-Engineering)** from Government Degree College, BISE Lahore, Sheikhpura, 2009
- **Matriculation** from Oxford High School, BISE Lahore, Sangla Hill, 2007

Professional Trainings

- **Chinese Language Diploma and Takaful Training** by Mufti Zubair Usmani

Achievements

- Got Twice employee of the month awards by **MCB Bank** in November 2017 & May 2019.
- Successfully Developed new sectors and areas and launched new products range in whole territory with substantial Growth.

~ References and other documents shall be furnished on request ~