

MUHAMMAD SULEMAN

salmanmalik6812@outlook.com | 0569104795

Professional Summary

Result-driven sales professional adept at cultivating long term client relationships and driving business growth. Proven track record in lead generation, telemarketing, and expanding client bases. Possessing **2 years of personal trading experience in the forex markets**. Known for continuous improvement and leveraging analytical skills to optimize sales strategies.

Core Competencies

- **Sales & Business Development:** Lead Generation, Telemarketing, Cold Outreach, Closing Sales, Customer Relationship Management, Proposal Writing, Optimising sales strategies.
- **Trading:** Technical & Fundamental Analysis, Risk Management Strategies, Trade Execution. Meta trader Proficiency.
- **Additional Skills:** Office Suite Proficiency, CRM Systems (**Zoho**) & Database Management

Professional Experience

White & Red Glass – Business Development & Sales Executive (Business Bay – Dubai, U.A.E) March 2023 – November 2023

- Utilized Lead Generation tactics combined with cold outreach and drove comprehensive business development efforts, increasing sales by over **20% in the second quarter** and **40% in the third quarter of 2023**, contributing significantly to the company's revenue growth.
- Formulated and executed strategic plans for client acquisition, securing and nurturing long term partnerships with **over 32 new clients**, significantly expanding the client base.
- Represented the company at industry-specific events, promoting popular services to potential clients and nurturing alliances with similar businesses.
- Provided exceptional customer service, addressing client inquiries, and ensuring high levels of satisfaction. Cultivated strong relationships with clients, ensuring their needs were met effectively and serving as a point of contact for their queries.

Absolut Solutions – Sales Representative (Islamabad – Pakistan) July 2022 – Dec 2023

Achievements & Responsibilities:

- Fostered strong client relationships, ensuring needs were met while collaborating with team members, gaining insights into Sales tactics, lead generation, and client retention.

- Exceeded Sales Targets Consistently and secured over **90 new clients in 6 months** through cold outreach and closing deals over phone-based interactions.
- Contributed to email marketing campaigns, displaying persuasive communication skills.
- Efficiently **utilized CRM tools** for client management and sales tracking.
- Delivered exceptional customer service, addressing queries to ensure satisfaction.

Professional Growth, Collaboration, and Learning:

- Collaborated within a dynamic team, contributing to a supportive work environment.
- Experienced professional growth by mastering key sales techniques and **CRM tools**.
- Displayed resilience in managing telemarketing and outreach challenges.
- Leveraged collaboration with senior professionals for insights into successful sales strategies.

Trading Experience & Expertise

- **Industry:** Knowledgeable in the various products & services offered by brokerage firms (including platforms & tools, Markets & Account Types).
- **Analytical Skills:** Proficient in analysing Charts on multiple timeframes, utilizing ranges, Key S/R Levels and merging technical analysis with fundamentals (high-impact news & interest rate decisions).
- **Platform Proficiency:** Proficient in Meta Trader 4 & 5 (Forex) and Trading View.
- **Risk Management:** Skilled in conducting portfolio risk management while employing risk management strategies to minimise potential losses and executing trades based on a strategic plan.
- **Reporting:** Able to Prepare comprehensive reports on forex activities and performance.

Personal Qualities

- A fast learner with a proven track record of achievement.
- Exceptional Communication Skills.
- A strong collaborator who always puts the needs of a team first.
- A strong sense of business acumen and the understanding that the organization's commercial objectives are crucial to my work.
- An Adaptable Approach to change, and someone who takes responsibility for their ongoing professional development.

Education

- O & A levels – APS, Islamabad, Pakistan (2019-2023).
- Currently in the process of applying for an undergraduate degree.