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## ● WORK EXPERIENCE

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### SJ GROUP

Sales Manager – 10/01/2020 – CURRENT – Karachi, Pakistan

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- Utilizing a Online ERP based Customer Relationship Management (CRM) tool to enhance the execution of sales process activities for the Electric Motors, Grundfos Pumps, Programmable Logic Controllers, Human Machine Interface, Variable Frequency Drives & Uninterruptable Power Supply.
- Leveraging an advanced Grundfos online pump selection tool to deliver optimal pump solutions, ensuring the best product selections tailored to customer requirements and site specifications.
- To utilize the online pump selection tool to recommend energy-efficient pump solutions, helping customers achieve significant energy savings while maintaining high performance levels.
- Maximize the efficiency of pump selection processes by utilizing the online tool, resulting in accurate product choices that align with site needs, leading to improved productivity and cost savings.
- Leverage ERP-CRM capabilities to streamline and improve order management, ensuring accurate and efficient processing of sales documents.
- Utilize ERP-CRM data and analytics to gain insights into customer preferences and behaviors, allowing for personalized and targeted business development activities.
- Utilize ERP-CRM features to track customer feedback and complaints, ensuring timely and effective resolution to enhance customer satisfaction.
- Managing and nurture customer relationships, fostering long-term loyalty and retention.
- To develop a deep understanding of our ideal customers and their connection to our products.
- Promoting the organization and its products.
- To represent the company with a comprehensive understanding of its offerings.

### CEMCON ENGINEERING SERVICES

Sales Engineer – 01/12/2018 – 06/01/2020 – Karachi, Pakistan

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- Provided effective leadership, guidance, and empowerment to a sales team, fostering a result-oriented and motivated environment. Conducted regular performance evaluations, identified areas for improvement, and recommended appropriate measures to enhance individual and team effectiveness.
- Managed administrative procedures within the sales processes, supporting activities such as collections and customer management.
- Ensured the implementation of efficient marketing activities and developed compelling value propositions for customers.
- Monitored customer and market trends in collaboration with the sales team, utilizing insights to formulate robust sales strategies.
- Leveraged knowledge of customer needs and product solutions to identify the best-fit solutions for customers.
- Cultivated and maintained strong customer relationships, gaining a deep understanding of their needs, promoting comprehensive product/systems/offering understanding, and aligning solutions accordingly.
- Developed and executed sales plans, regularly reviewing their progress and proposing recovery plans in the event of potential order shortfalls.

Assistant Sales Engineer – 02/01/2017 – 30/11/2018 – Karachi, Pakistan

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- Cultivated relationships with potential and existing customers to identify their current and future sales service requirements, establishing rapport and understanding their needs.
- Provided technical and engineering information on products, services, and equipment, effectively addressing customer inquiries and requests.
- Leveraged in-depth product knowledge to offer technical solutions to customers, assisting them in resolving product-related issues or sales inquiries, specifically focusing on Electric Motors, Programmable Logic Controllers, Human Machine Interface, variable Frequency Drives, Contactors, & Breakers.
- Prospected and acquired new accounts by identifying potential customers and strategically planning and organizing sales call schedules.
- Prepared accurate cost estimates, plans, and customer documents, collaborating with manager and other professionals to deliver comprehensive solutions.
- Participated in tender processes, contributing to the company's competitive bidding and proposal efforts.

- Implemented effective business development strategies to target and penetrate the market, identifying and meeting customer requirements to achieve business targets and objectives set by management.
- Successfully met assigned targets and objectives by leveraging strong sales skills and market knowledge.
- Proactively generated leads and maintained customer contacts to schedule and conduct sales visits, effectively building relationships and driving sales growth.
- Demonstrated technical expertise in specific automation products to fulfill customer assignments, selecting appropriate components such as Low Voltage Control Components, Variable Frequency Drives, and Electric Motors based on clients' requirements.
- Conducted sales-oriented activities, including but not limited to business development practices, preparing and submitting offers, engaging in customer correspondence and discussions to persuade customers towards automation and other products.
- Managed the execution of secured orders, ensuring timely delivery through effective coordination.

## ● SOFTWARES

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- Online ERP Based CRM
- Grundfos Online Pump Selection Tool
- Microsoft Power BI
- Microsoft Office

## ● SKILLS

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Customer/Vendor Relationship Management | Sales & Purchase Management | Inventory Management  
Order Execution | Manage Sales Team | Sales Planning | Schedule Visits | Quotations / Estimates | Handle RFQ's  
After Sales Support | Strong Customer Follow up | Investment Planning | Profit Loss Analysis

## ● EDUCATION

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**NEDUET** <https://www.neduet.edu.pk/>

M.E – ELECTRONICS (Micro System Design) – 01/07/2014 – 31/12/2016 – Karachi, Pakistan

B.E – ELECTRONICS (Industrial Electronics) – 01/01/2009 – 31/12/2012 – Karachi, Pakistan

**National College Of Science And Arts**

INTERMEDIATE PRE-ENGINEERING – 01/08/2006 – 31/05/2008 – Talhar, Pakistan

**Community Based School**

MATRICULATION – 01/01/1995 – 30/04/2006 – Talhar, Pakistan

## ● LANGUAGE SKILLS

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Native language: **Urdu**

Other language(s): **English, Sindhi**