



Sarfraz Owais Siddiqui

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Work experience

Sami Pharmaceutical
District Field Manager

October 2015 — Present

- Implementation of company policies.
- Built relationship with the distributor and senior management.
- To develop and run a team in one direction.
- Training and developments of my team members.
- Plan Work schedule and ensure implementation with effective call.

ICI Pakistan Ltd. (Pharmaceutical Division)
Area Manager

April,2012 — August 2015

- Setting sales targets
- Maximizing sales and profitability
- The ability to inspire and motivate to team
- Decision making ability and sense of responsibility
- To generate innovative idea and implementation on it
- Provide stimulating and supportive environment to my team members
- Maintaining and increasing standards of customer services
- Training and developments of my team members
- Built relationship with the distributor and senior management.
- To develop and run a team in one direction.
- Implementation of company policies.
- Plan Work schedule and ensure implementation with effective call.
- Present educational programs.
- Organize group events and conferences.

ACHIEVEMENTS AS AREA MANAGER:

- Give guideline to team in Generics and Research brands to achieved targets.
- Successful launched of new product Gumivits and achieved budget.
- Inclusion of products in Institute like DHA Medical Centre, Bantva Anis Hospital, Jamal Noor, Man Kind Welfare Association etc.
- Develop of new Doctors on ICI Products.

Sales Executive

- Improve and establish the area in accordance with its potential in Cardiovascular products in assigned area of Karachi and Thatta.
- Bring significant improvement in sales.
- Increase the base of customers i.e. number of doctors and proper visits to doctors.
- Proper call planning based on chemist's feedback.
- Building strong scientific relationships with the doctors.
- Addition of new doctors and developing them into "A" class prescribers.
- Increase in outlets.
- Increase in institutional sales through due emphasis and focus on institutions
- Competitor's intelligence and counter actions.
- Maintaining liaison with the distributor for distributing targets to the bookers and make sure of achieving them on day by day basis.
- Maintaining Institutional Distributor Sales Record and timely informing colleges about their institutional sales status.
- Assist Sales Manager to making sales and different assignments.
- To help other colleagues at different occasion like making sales, study preparation.

ACHIEVEMENTS AS SALES EXECUTIVE:

- Achieved 100% plus Annual targets in 9 consecutive years.
- Won sales competitions more than 10 times through excellent demo presentations, explaining features and benefits of the brands.
- Demonstrated excellent product knowledge by winning product quiz competitions number of times in sales review meetings.

Territory Manager

ACHIEVEMENTS AS A TERRITORY MANAGER:

- Achieved 100% plus Annual targets in 4 consecutive years.
- Got award best Best Territory Manager in year 2001 on achieving 144% sales budget.

Sales Promotion Officer

Top seller for the products like Claritine, Diprolene, Diprogenta, Diprosalic, Elocorn (Derma products).

Sales Promotion Officer

Qualifications

- Strong selling, interacting, negotiating and interpersonal skills
- Possess excellent verbal and written communication skills
- Highly organized with superior problem solving and analytical abilities
- Motivated team player and ability to get along with others
- Thrive in a fast paced, dynamic, public facing environment.
- Proven skills in managing complex business in a multi-tasking environment.
- Proficiency in using Microsoft office suite applications.
- Monitoring, Supervising and Coaching the subordinates.

Education

MBA (Sales & Marketing)

2013 — Present

Iqra University

Expected to be completed in June 2016.

Bachelor of Science with Pre-Medical
subjects (Microbiology, Chemistry, Bio-
Chemistry)

1996 — 1998

Karachi University

Intermediate Science

1994 — 1996

Govt Degree College

Matriculation Science

1992 — 1994

Sarfaraz Pilot School

PROFESSIONAL COURSES ATTENDED

- Business Ethics Workshop.
- Professional Selling Skill.
- Essence of Sales.
- Objective Setting & Performance Appraisal.
- Introduction to Management.
- Customer Relationship & Retention.
- Achieving Managerial Excellence.
- Self Development Program.
- Sales Force Management.

COMPUTER SKILLS

- MS-Office
- MS-Excel
- Power Point

PERSONAL INFORMATION

- Date of Birth: 25-Feb-1978
- Religion: Islam
- Marital Status: Married

References

References available upon request.