

Muhammad Ali

Senior Sales Executive

Karachi, Pakistan

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Sales & Client engagement expert with 6 years of experience driving growth for USA-based clients. My core strength lies in mastering the human psyche across all the age groups (18-80), allowing me to tailor sales strategies that genuinely resonate and convert. Passionate to be the revenue booster while continuously learning and improving.

WORK EXPERIENCE

Senior Sales Executive

January 2024 - April 2025

Jacob & Brothers (Pvt Ltd.), Karachi, PK

Responsible to convert inbound leads from various digital channels, including social media, Google Ads, and website live chat, into successful deals for academic writing, certification support, and university projects. My focus was on deal closure and ensuring seamless client onboarding and continuous engagement until their tasks were fully completed while having co-ordination with the team.

- * Managing client relationships, follow-ups, retention and upselling.
- * Team handling with daily discussions and sessions.
- * Mainly focuses on business development execution.
- * Learned operating and updating CRMs, google sheets and different portals.

Sales Executive

January 2023 - December 2023

Prime BPO & Telecommunications, Rawalpindi, PK

Appointed as whole life insurance policy closer, working on both outbound and inbound calls. Offering the best option to the clients as per their budget/ health conditions and the life insurance carriers working in their local area.

- * Learned, how to drive the call with customer satisfaction
- * Deep experience with human psychology and finalizing the deals by applying sales strategies.
- * Knowledge adoption from multiple underwriters (life insurance companies) about their underwritings.
- * Improved the presentation of the product/ services more professionally and efficiently.

Sales Development Representative

July 2019 - November 2022

7TEL Solutions, Rawalpindi, PK

Worked on lead generation and forwarding qualified customers to the health insurance agencies to assist clients with the best health insurance plans.

- * Maintained quality and quantity of the leads from cold calling.
- * Focused on targets to achieve the maximum number of closed clients.
- * Improved customer's objection and concern handling.

SKILLS & OTHERS

Core Sales & Business Development

- * Strategic Account Management: Developing and maintaining long-term relationships with key accounts to maximize revenue and retention.
- * Lead Generation & Prospecting: Proactively identifying, qualifying, and nurturing new business opportunities.
- * Sales Cycle Management: Guiding deals from initial contact to successful closure, ensuring a smooth and efficient process.
- * Quota Attainment: Consistently meeting or exceeding sales targets.

Leadership & Management

- * Mentorship & Coaching: Guiding and developing junior sales representatives.
- * Team Leadership: Inspiring and managing a high-performing sales team.
- * Cross-Functional Collaboration: Working effectively with marketing, product, and customer success teams to align on goals.

Soft & Interpersonal

- * Relationship Building: Establishing trust and key decision-makers.
- * Communication: Delivering compelling presentations and communicating complex ideas clearly and concisely.
- * Active Listening: Understanding client needs and challenges to provide tailored solutions.
- * Adaptability & Resilience: Navigating objections and thriving in a fast-paced, target-driven environment.
- * Problem-Solving: Identifying and resolving client issues to ensure satisfaction and retention.

EDUCATION

Islamabad Model College for Boys H-9, Islamabad, PK August 2019 - August 2021
Pre-Engineering (*Intermediate*)

Ghulaman-e-Abbas School, Karachi, PK June 2017 - June 2019
Computer Science (*Matriculation*)