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**PERSONAL STATEMENT**

Dynamic, result-driven sales strategist with 18+ years record achievements and demonstrated success driving multi-million rupees. Revenue growth while providing visionary sales leadership in highly competitive market of Sales industry. Solid track record securing key customers and increasing product’s distribution to grow market share. Tenacious in building new business, securing customer loyalty, Exceptional mentor and coach; combine business acumen with innate leadership abilities to recruit, build and retain top-performing sales team.

**EXPERIENCE Wateen Telecom Limited June’08 -Till Date**

**Assistant Manager HFC/GPON DHA Oct’15 - Present**

* Drove outstanding sales growth by exceeding net sales target from 1 million to 3 million approx. consumer & corporate sales targets by providing the facility of Internet broad band/cable services via Fiber optic within the entire territory of DHA Lahore.
* In charge of Commercial Launch of services in October 2015 in all 5 major phases of DHA Lahore. This included achieving a 14K customer base in just 1.5 years Successfully implementing strategies & demarcation of territories among the sale teams enable us to achieve 100% and above desired results.
* Led the Company’s marketing function to identify and develop new customers for product and services, along with identification of new sales opportunities. This includes leading brand  
  development and marketing strategies for the next five years.
* Get the best results for company by strict monitoring on inventory related reports and ensure the availability of inventory as per SOP of the company. Responsible to monitor & maintain the refund record with finance & issuance of securities to customer as per SOP of company.

**Assistant Manager Wateen Sales & Distribution June-2008- Sep-2015**

* Successfully manage and control W card’s nationwide distribution according to area and revenue volumes. Effective coordination with the Procurement team to ensure order level and inventory management.
* Excellent control over the distribution progress through regular reporting and managing P&L reports accordingly.
* Expansion of 85% affinity sales channel in cities other than metros. Structural analysis and implementation of revenue enhancing strategies for customer retention and acquisition.
* Achieving 100% CVC/Quick Load primary & secondary targets. Inducting and maintaining the stable growth in business targets which eventually leads to upsurge the revenue gains of business.
* Assurance of regular audit of the distributor, Scrutiny and verifies the pass on / trade offers in the market & verify the all type of claims. Keeping track of distribution secondary sales and plan to sell the entire range especially slow moving SKU denomination wise & maintaining high standard of warehouse of distributor.
* Successfully managed the cash flow’s b/w IBN & Wateen. Demarcation of territories/areas of distributors and company operated outlets and ensuring implementation of SOPs.
* Achieved prompt operational support to retail channel by ensuring the resolution of complaints before time by visiting the retail and franchise outlets to keep a check on the product & process knowledge of MFS. Identifying weak areas and taking necessary & corrective measures to check the availability of CVC by identifying weak areas and take corrective measures.
* A complete checks on competitors’ activities and report to management the market happenings & suggest the counter actions to rebuttal the competitor’s offerings.

**SME Sales**

* Dealing with corporate account like NADRA, MCB & E-Pay regarding issuance of E-Pins & reconciliation of cash with inventory & Finance Department.
* Managing clients stock in hand SKU’s wise & shares the feedback regarding demand of product city wise & denomination wise.

**Corporate Accounts**

1. National Hospital 2) Gloves & Gloves 3) Creative Cerebrum (Pvt) Ltd.

4) Chishtia Sugar Mills 5) Broad peak Technologies. 6) Sparco Construction

7) Time & Tune Lahore 8) Wheel Chair 9) Autosoft Dynamics

10) Gallaria Design.

**Trainings**

* Team Building Training (April 2012)

Trainer Fauzia Kerai

* Goal Setting Training (March 2012)

Trainer Mobeen Tejani

* Leading With Passion Training (February 2012)

Trainer Naila Bhatti

* Customer Care Excellence (January 2012)

Trainer Zeeshan Hassan

* Time Management Training (January 2012)

Trainer Adil Mir

* Performance Elevation System (November 2011)

Trainer Ayesha Kashif

**CALLMATE TELIPS TELECOM LIMITED 06/2000 - 01/2008**

**Manager Sales North Region**

* Provided 100% smooth & flawless sales operations along with to assist G.M Sales pertaining to Reporting Infrastructures and Marketing activities like advertising, branding and forecasting the market competition techniques.
* Demarcation of territories/areas of distributors and company operated offices and make it sure the implementation of standard policies & procedures.
* Inducting and maintaining the stable growth in business targets which eventually leads business higher in revenue concerns.
* Focusing on Direct bulk Sales and target setting activities with respect to observed change & responsible for Sales Reconciliation of North region and Developing policies and procedures for affective sales along with training of whole Sales staff to achieve required targets.
* Accomplishes marketing and sales human resource objectives by recruiting, selecting, orienting, training, assigning, scheduling, coaching and counseling.

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**Skills & Strengths**

* Dedication & ability to work well in autonomous as well as group environment.
* Excellent leadership skills with a vision and perception to build and lead.
* Capability to work under intense pressure and meeting deadlines & achieving targets.
* Strong Interpersonal and Communication Skills along with MS Office Applications.
* Having a strong operational and leadership skill which thrives on goal achievement.

**Education**

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| **Education** | **Year** | **University** |
| MBA | 2006 | Preston University Islamabad |
| BA | 1994 | Punjab University Lahore |

**REFRENCES**

Reference will be furnished on your demand.