

MUHAMMAD KASHIF IQBAL



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kashif1425



Valid Bahrain & UAE Driving License



CAREER SUMMARY

“Selling is not only a job, but passion”

Professional with Six years of experience in the area of Sales and Marketing with proven track record of success by excellent customer services, relationship building, customer handling, convincing and negotiation skills combined with effective communication. I always work for the betterment of the organization by aligning personal goals with the organizational goals.

ACADEMIC QUALIFICATIONS

- **2012-2014 Master of Business Administration (MBA- Marketing):** Air University Islamabad, Pakistan.
- **2007-2011 Bachelor of Business Administration (BBA- Marketing):** NUML Islamabad, Pakistan.

PROFESSIONAL CREDENTIALS

- **MODERN WOOD WORKS , BAHRAIN**
Sales and Marketing Executive (July 2018 to Present)
Responsibilities
 - ✓ Responsible for actively promoting the kitchen, doors, wardrobes, wall cladding, flooring, home furniture, office furniture and all items related to wood in order to increase sales, scheduling customer appointments, tracking stock levels and liaising with the delivery and assembly team.
 - ✓ Achievement of Project Sales Target.
 - ✓ Meetings with corporate clients for new orders and projects.
 - ✓ Meetings with architects, contractors and builders of client's ongoing and upcoming projects.
 - ✓ Prepare all tender related documents.
 - ✓ Check Costing and estimation of doors, windows, kitchens and Ironmongery as per detailed drawings provided by contractors.

- ✓ Check interior and furniture layouts of offices & Residencies.
- ✓ Check Drawings, fixing and construction details of mentioned above products.
- ✓ Send complete information of booked orders to design department.
- ✓ Make all initial and final documents of projects and maintain the client file.
- ✓ Coordination with design, site and accounts department.
- ✓ Follow up of short, late and wrong deliveries and convince the client accordingly.
- ✓ Coordination with factory warehouse and site department for delivery of goods and for installations.
- ✓ Follow the payments, receivable
- ✓ Sites visits and weekly meetings with clients for ongoing projects.

➤ **INTERWOOD MOBEL PVT LTD, PAKISTAN**

Retail Sales Executive (November, 2016 to July, 2018)

Responsibilities

- ✓ Responsible for actively promoting the kitchen, doors, wardrobes, home furniture, office furniture and flooring designs service in order to increase sales.
- ✓ Scheduling customer appointments, tracking stock levels and liaising with the home delivery and assembly team.
- ✓ SAP business one & Oracle 10g are used for making Quotations, payment receipts, customer orders, delivery notes etc.
- ✓ On floor customer handling and visits to them if required.
- ✓ Meeting with architects, contractors and builders of clients ongoing and upcoming projects.
- ✓ Collection of information of site through site visit intimation form for e.g. Site Measurement,
- ✓ Site Inspection pre-delivery, final finishing.
- ✓ Coordination with SCM for follow up of product order and overview of installation process with sites department.

➤ **JUMA KHALFAN TRANSPORT PASSENGER SERVICES, UAE**

Sales & Marketing Executive (Aug, 2014 to July, 2016)

Responsibilities

- ✓ Provide transport services in all over UAE by identifying prospects and evaluating their position in the industry; researching and analyzing sales options.
- ✓ Promoting a Business Campaign in market.
- ✓ Direct Sales and Marketing.
- ✓ Offer them services with attractive proposals and using of promotional items where required.
- ✓ Negotiating the price, terms of an agreement and closing sales.
- ✓ Provide sufficient info to Operations for Quotation.
- ✓ Conformations of delivery to the client after green signal from operations and follow up for the LPO.

- ✓ After LPO, submission of contract for counterfoil and approach for LOA immediately after contract, in case of CICPA site.
- ✓ Submission of invoice and keep in touch with all the existing clients.
- ✓ Build & maintain a good relationship with clients and in case of any issue, provide them assistance.
- ✓ Update all the history to management & operation for daily affairs.

➤ **IB INTERIORS AND ARCHITECTURAL DESIGNERS, PAKISTAN**

Sales & Marketing Executive (November, 2012 to July, 2014)

Responsibilities

- ✓ To provide interior and architectural services to the clients at home and offices.
- ✓ Follow up and close selling/cross selling lead referrals.
- ✓ Consistently illustrating high levels of customer orientation and professionalism in day to day conduct.
- ✓ To ensure that all service levels and agreements are being met consistently without any fail.
- ✓ Maintaining and developing relationships with existing customers in person and via telephone calls and emails.
- ✓ Ensuring adherence to cut-off times and deadlines.
- ✓ Ensuring right segmentation to match customer profile.
- ✓ Convincing potential clients by presentations.

➤ **MOBILINK GSM, PAKISTAN**

Customer Service Representative (September, 2011 to October, 2012)

Responsibilities

- ✓ To provide on call assistance to customers.
- ✓ Trouble shooting and providing on time solutions.
- ✓ Activating voice and data plans.
- ✓ Manage customers by using CRM, s including (Siebel, Minsat and Data Base Management Systems).
- ✓ Customer surveys, feed backs and applying up-selling techniques.
- ✓ Driving sales initiatives to achieve business goals.
- ✓ To resolve customer complaints by investigating problems; developing solutions; preparing reports; making recommendations to management.
- ✓ To keep management informed by submitting activity and results reports, such as daily calls report, weekly work plans and monthly territory analyses.
- ✓ To take part in managing BTL activities.

ACTIVITIES/ FLEXIBLE JOBS

➤ **ZONG**

Brand Activation (Brand Ambassador)

- **PROCTER AND GAMBLE**
Customer Awareness (Brand Ambassador)

COURSES

- ✓ IELTS
- ✓ IT skills
- ✓ Critical Thinking in Global Challenges
- ✓ Developing Innovative Ideas for New Companies
- ✓ Digital Marketing
- ✓ Effective Business Communication
- ✓ Creativity, Innovation and Change

PROJECTS

- ✓ Business Capstone Project
- ✓ Project on Services Marketing and developed KFC's service blueprint
- ✓ Service Encounter Journal
- ✓ Analyzing customer experiences at a service firm
- ✓ B2B Marketing Strategies
- ✓ Marketing Plan for Organization
- ✓ Organized Seminar on Marketing in a changing world.
- ✓ Organized an Entrepreneurial week.
- ✓ Made a project on effective advertising and presented idea in Advertising Gala.
- ✓ Organized Sales Gala in Serena Hotel Islamabad.

AREAS OF INTEREST

- ✓ Direct marketing
- ✓ Marketing plans
- ✓ Sales and Marketing
- ✓ Client development
- ✓ Brand management
- ✓ Sales presentations
- ✓ B2B and B2C
- ✓ Competitor analysis
- ✓ Market research
- ✓ Customer services
- ✓ Advertising and promotion

HOBBIES

Internet surfing, swimming, socialization, selling, skating, watching movies and planning trips

REFERENCES

Available upon request