



ZAFFAR IQBAL

Karim Block, Allama, Iqbal Town, Lahore, Pakistan

Cell: 0300-6484597 / 0301-6484597 | Email: zafar9797@yahoo.com

Senior Managerial Profile:

Sales Management / National Sales Manager / Group Sales Head

Profile Snapshot: A diligent, result-oriented, and successful Sales Manager, offering a vast exposure of 15 years across a wide gamut of Consumer Management, Sales Handling, and Business Development aspects with the **Paints Business & FMCG (Beverages, Cosmetic , Fragrance Non Food Flavors & House hold Products)** backed by a highly motivated mindset. Successful in business optimization and team potentials, while attaining goals and delivering highest standards under diversified trading options. A hard-working, highly organized, and excellent communicator, able to cope well under pressure, possess good liaisons with Pakistani dealers.

*“Seeking leadership opportunities as **GM-Sales /Sales Head/ NSM/ SM-BD** with reputed organizations, thereby ensuring long-term career development and growth potentials”*

Executive Synopsis

- Currently employed as **Group Sales Head– National Basis with Shahzada Group Of Industries Lahore**
- Previously employed as **Sales Manager – Centre with Nippon Paints Pakistan Ltd Lahore**
- Previously employed as **Regional Sales Manager – Centre with Berger Paints Pakistan Ltd Lahore**
- Expertise in daily management of trading outlets, visiting architects, developers, builders, and contractors, Distributors of FMCG, profitability and budgeting, color consulting, project and institutional sales, and dealers networking on National basis.
- Proficient in sustaining superior relations with dealers, customers, and distributors, setting budgets/targets, handling staff recruitment, training and developing teams, and creating excellent customer environments.
- Expertise in handling dealers and distributors’ network, presenting proposals, plans, strategy, forecasts, and sales contracts.
- Efficient in managing PJP each month, tracking competitor activities, and territory wise sales analysis during each month.

Core Competencies in...

- Business Development
- Institutional & Project Sales
- Customer Service
- Staff Training
- Distributors / Dealers Networking

- Sales Plan / Action Plan
- Team Leadership
- Presentation
- Complaint Handling
- B2B Sales & B2C Sales

Education History

➤ **MSC BUSINESS MANAGEMENT (CERTIFICATE) – UK**
(University of Central Lancashire Preston UK)

November, 2010

- **MBA** (Al Khair University AJK)
- **BBA** (Al-Khair University AJK)

October, 2007
June, 2000

Career History

SHAHZADA GROUP OF INDUSTRIES (PAINT & FMCG DIVISION)

Group Sales Head

May, 2019 - Continue

Key Deliverables:

Reporting directly to the CEO.
Responsibilities for Sales, Marketing, receivable, cash flow, dispatches, purchase & production on National basis.
Dealers & Distribution network on National basis
B2B & B2C business responsibilities
Projects & Institutional sales.
Develop new business on National basis.
Handle big sales Team / Team hiring

Nippon Paints Pakistan Pvt. Ltd.

October, 2010 -August, 2011, June, 2014 –March, 2017

Sales Manager - Center

Key Deliverables:

Reporting directly to the General Manager.
Monitoring daily activities of the trading outlet.
Ensuring general problem solving.
Tracking profitability and budgeting.
Paying visits to architects, developers, builders, and contractors.
Visiting institutions and projects.
Handling color consultancy with female staff.
Managing the regional sales and collection aspects.
Coordinating project and institutional sales.
Overseeing dealers/distributor's network on a regional basis.
Planning and managing sales and marketing resources in line with agreed budgets.
Managing key accounts and prospecting.
Handling sales presentation and negotiated contracts issues.

Berger Paints Pakistan Ltd

September, 1996 to May, 2008

Regional Sales Manager - Centre

Key Deliverables:

- Reported directly to the Director Sales and Marketing.
- Built up and sustained superior working relations with dealers, customers, and distributors.
- Coordinated the setting of budgets / targets.
- Monitored departmental staff recruitment, development, training, and management aspects.
- Imparted training and ensured development of teams including implementation and tracking of performance appraisal system.
- Developed and implemented particular sales activities towards reduction in stock level.
- Created an environment of excellent customer services to ensure adequate customer satisfaction.
- Managed the sales team in the Central region comprising of SM, AM, SSO, SO, SR and a total team of 75 sales resources.

- Handled dealers' network and distributions comprising of a total 600+ dealers.
- Coordinated color consultancy, customer complaints, project sales, and institutional sales comprising of 150 institutional projects.
- Prepared presentation proposals, plans, strategies, forecasts, and sales contracts.

Major Accomplishments:

- Emerged as the topper amongst Sales Employees on a National basis.
- Won several monthly incentives on sales and collection performances.

Trainings Attended

Formal Trainings & In-House Courses

- | | | |
|---------------------------|-------------------------------|------------------------|
| ☞ Sales Management | ☞ Out Selling the Competition | ☞ Presentation Skills |
| ☞ Management by Objective | ☞ Customer Satisfaction | ☞ Communication Skills |
| ☞ Selling Skills | ☞ Time Management | |
| ☞ Selling Techniques | ☞ Action Planning | |

Technical Expertise

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|-------------------------------|--|
| ☞ Application Packages | : MS Office (Word, Excel, PowerPoint, Access, and Outlook) |
| ☞ Others | : Internet |

Personal Dossier

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|------------------------------|--|
| ☞ Date of Birth | : 1968 |
| ☞ Marital Status | : Married |
| ☞ Interests | : Travelling, Music, Watching News, Movies, Friendship, and Family |
| ☞ Driving License | : Full Clean License |
| ☞ Location Preference | : Lahore – Center |

Traveling History

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|--------------|---------------|--------------|
| ☞ UK | ☞ Switzerland | ☞ KSA |
| ☞ Italy | ☞ Moscow | ☞ Egypt |
| ☞ Dubai | ☞ Turkey | ☞ Netherland |
| ☞ Spain | ☞ Thailand | |
| ☞ Doha | | |
| ☞ Tashkent | | |
| ☞ Netherland | | |