



# QAMAR ABBAS

**Business Development & Sales  
Executive**

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## PROFILE

Highly motivated and results-driven professional seeking a challenging position where I can utilize my expertise in business development, sales, and marketing to drive revenue growth and foster long-term client relationships. With a proven track record of exceeding sales targets and expanding business networks, I aim to contribute my strategic mindset and exceptional communication skills to achieve success and surpass organizational goals. I am eager to join a dynamic organization that values innovation and empowers its employees to thrive in a competitive market.

## PROFESSIONAL EXPERIENCE

### BUSINESS DEVELOPMENT MANAGER

24SEVEN FMCG – Retail, Sheikhpura, Pakistan

Sep 2021 – Present

- Focusing on sales and expanding the digital retail FMCG shop network.
- Cultivating robust relationships with target customers to drive business growth.
- Exceeding sales targets for the assigned territory through effective sales strategies.
- Identifying and acquiring new customers, while also upselling to existing customer base.
- Managing the complete sales cycle, from prospecting to successful closure.
- Devising innovative promotional strategies to attract and engage more customers.
- Establishing and nurturing long-term partnerships with key collaborators.
- Conducting market research to assess competitors and stay updated on market trends.
- Accurate sales forecasting and strategic account planning.
- Collaborating with stakeholders to ensure seamless product delivery.
- Preparing regular reports and actively participating in review meetings.
- Analyzing market trends and competitors' activities to formulate responsive strategies.
- Surveying sales territories and making adjustments as needed.
- Evaluating and tracking team performance, providing feedback, and ensuring KPI achievements.
- Achieved the impressive milestone of onboarding 1500+ retail company franchises within my territory.

### BUSINESS DEVELOPMENT OFFICER

Asker Oil Services, Sheikhpura, Pakistan

May 2018 – Mar 2021

- Cultivated and maintained strong relationships with current and prospective clients, emphasizing product quality, on-time delivery, and excellent services.
- Leveraged networking and engagement with the local community to foster sustainable business growth and expand the customer base.
- Demonstrated consistent excellence in achieving monthly sales targets, effectively utilizing promotional and sales tools for maximum impact.
- Successfully negotiated and finalized long-term agreements with new clients within the designated territory.
- Collaborated with the sales team to strategize, identify, and qualify potential customers in specific geographic areas.
- Monitored market trends and competitive landscape to develop proactive business strategies.
- Developed and delivered persuasive sales presentations to clients, showcasing the unique value proposition of our products and services.
- Collaborated with cross-functional teams, including marketing and operations, to ensure seamless customer experiences and fulfillment of commitments.
- Participated in continuous improvement initiatives to enhance overall sales and business development processes.
- Utilized data analytics to gain insights into customer behavior and preferences, aiding in targeted marketing efforts.
- Conducted market assessments and competitor analyses to identify areas of competitive advantage.
- Demonstrated strong interpersonal and communication skills in building rapport with clients and stakeholders.

## EDUCATION

### BACHELOR OF ARTS

Allama Iqbal Open University, Islamabad  
2017

## CERTIFICATIONS

- ✓ Certified in Corporate Sales
- ✓ Accredited by the Negotiation Association
- ✓ Holder of a Strategic Marketing Certification
- ✓ Completed Sales Territories & Distribution Management from Alison
- ✓ Certified in Digital Marketing
- ✓ Proficient in E-Commerce Management

## CORE COMPETENCE

- ✓ Business Growth & Expansion
- ✓ Client Relations
- ✓ Result-Oriented Sales
- ✓ Market Analysis
- ✓ Effective Negotiation
- ✓ Team Leadership
- ✓ Engaging Communication
- ✓ Time Management
- ✓ Digital Marketing
- ✓ Customer Care
- ✓ Data-Driven Strategies

## SALES EXECUTIVE

Shakarganj Food FMCG- Retail, Sheikhpura, Pakistan Apr 2015 – Mar 2018

- Proactively promoted and optimized retail sales within the assigned distribution and market area.
- Implemented result-oriented sales strategies throughout the sales cycle, from prospecting leads to successful closure.
- Conducted in-depth analysis of historical sales data and team performance to set achievable sales targets.
- Conducted thorough market research to identify potential sales opportunities and leads, resulting in exceeding sales goals and maximizing profits.
- Attained an outstanding 99% sales target attainment in the first month of employment, maintaining consistent success thereafter.
- Developed a data-driven sales strategy based on comprehensive research into consumer buying trends and prevailing market conditions.
- Leveraged CRM tools and analytics to track sales performance, customer interactions, and market trends.
- Identified and resolved customer concerns and complaints in a timely and satisfactory manner.
- Successfully negotiated and closed sales contracts, ensuring mutually beneficial terms and conditions.

## TOURIST INFORMATION OFFICER

Airline Travel & Tours, Sheikhpura, Pakistan Feb 2012 – Dec 2014

- Demonstrated expertise in local area attractions, providing guests with valuable information on dining options, arts, culture, and entertainment, enhancing their overall experience.
- Showcased exceptional public speaking and communication skills, delivering engaging and top-quality tours that left a lasting impression on guests.
- Effectively communicated the points of interest during tours, addressing general inquiries and ensuring guests' questions were promptly answered.
- Welcomed and assisted customers with reservations, offering exceptional customer service both in person and over the phone.
- Mentored and trained newer peers, cultivating a team of knowledgeable and skilled tour guides to maintain high standards of service.
- Developed a comprehensive understanding of locations and points of interest, enabling me to proficiently address guests' queries and curiosities.

