NAZIR AHMAD 

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**CAREER SUMMARY**

A sales leader with strong work ethics and proven track record in driving volumes and enhancing profitability through development of strategic initiatives, large teams’ management and steering them to business success commensurate with top-line and bottom-line growth.

**KEY AREAS OF EXPERTISE**

B-to-B sales | Sales Operations | Key Account Management | Channel Development |Project Management |Supply Chain Management | Sales Management | Competitor & Channel Analysis | B-to-C Sales|

**PROFESSIONAL EXPERIENCE**

**ITTEFAQ GROUP FEB-2020-PRESENT**

**Premium Construction Company Since 1986**

**BUSINESS DEVELOPMENT MANAGER**

* Establishing new business divisions of MEP Works & Pre Fab Buildings.
* Responsible for exploring and tapping new business leads (MEP, Civil, and PEB).
* Managing all per-qualifications/registration of company with potential clients.
* Plans and executes sales targets and activities in a specified region (Central & North) to increase sales with all kinds of potential customers and to achieve defined commercial targets.
* Review & understand customer RFQs, technical specifications & tender documents and seek pre & post bid clarifications from client consultant where required.
* Prepares, coordinates, and negotiates proposals in cooperation with proposal team / other involved professionals and management.
* Generate, manage leads and develop business opportunities by visiting client, consultant’s architects for Civil, MEP and PEB.
* Prepares customer contact, builds, and maintains a customer focused network.

**GREAVES PAKISTAN, LAHORE NOV-2015 JUNE-2019**

**MANAGER SALES & RENTAL CENTRAL REGION PUNJAB**

**SDMO – FRANCE DIESEL GENERATOR & SODIMAS-FRANCE ELEVATORS**

* Manage and generate the sales of SDMO FRANCE DIESEL GENERATOR SETS & SODIMAS FRANCE ELEVATORS, in tender business (Govt./non-Govt.), Army, MES, FWO, C&W DEPARTMENT, Civil & Electrical contractors as well as national and multinational organization.
* Execution of Regional or nationwide turnkey projects for supply, conduct installation & testing/commissioning of Diesel Generating Sets through company resources as well as from company approve vendors.
* Reporting to Assistant General Manager Sales & Managing Directors for the execution and planning of current or upcoming project activities. Monitoring support departments (Service and Supply Chain) to ensure work execution as per contract and on time.
* Managing and Generate rental sales for the Diesel Generator, Earth moving Equipment & Machinery through direct client, MEP, Civil contractors, FWO as well as cater the industrial requirement for rental equipments deal by the Greaves Pakistan.
* Building strong relationship with MEP Contractors & Electrical & Mechanical consultants for SDMO- FRANCE DIESEL GENERATOR & SODIMAS ELEVATORS in different projects.

**SYNERGY CORPORATION, REGIONAL OFFICE LAHORE SEP-2014 – NOV-201**

[**SALES**](http://www.linkedin.com/search?search=&title=Deputy+Manager+Sales&sortCriteria=R&keepFacets=true&currentTitle=CP&trk=prof-exp-title) **MANAGER CENTRAL & NORTH REGION**

* Generated the sales of DG Sets through tender business (Govt./non-Govt.) as well as direct sale to retail chains, national and multination organization from 13kVA ~ 900kVA and Above.
* Manage and execute sales of turnkey project for PERKINS (WELAND Power-UK) & MAN TURBO Diesel Generator Sets, through MEP contractors, consultants, retail chains and meet industry requirement.
* Reporting to Director Operations for Managing, executing and planning of current project activities. Liaison with Service and Supply Chain Department for on time executions.
* Managed a team of 5 persons. Determined sales targets and monitor actual performance by analyzing and evaluating the effectiveness of sales methods, costs vs. budgets and results.

**POWERMET IMPEX INTERNATIONAL (PVT.) LTD, HEAD OFFICE LAHORE**

**(GROUP COMPANY METS LEBANON)**

**DEPUTY MANAGER SALES** Feb-2013 – Sep-2014

* Driving Sales of Perkins, Cummins and LISTER PETER Diesel Generating Set from 13kVA to 1 MW through tender business as well as direct sales. Also providing execution of nationwide turnkey projects.
* Reported to the CEO, supervise and manage the team of 06 Persons for sales and execution of projects.
* Annual business planning, Sales target Setting, monitor performance and analyzing channel penetration..
* Managing and generating the sales from telecom operators and contractors (Warid//Mobilink ZTE & Ericsson).

**MILLAT TRACTORS LTD, HEAD OFFICE LAHORE**

**ASSISTANT MANAGER SALES & MARKETING** **Aug-2012 – Feb-2013**

* Reporting to Senior Manager (HOD). Business planning on the basis of last year sales and market trends analysis. Turnkey projects execution nationwide.
* Coordinated with local and foreign vendors for timely delivery of materials and liaison with Millat Material Management department inventory planning.
* Maintained prospect and customer records to help in preparing sales forecasts, market analysis and assessed competitor activities.
* Manage & supervise the sales team of 4 persons to execute the sales of MILLAT Tractors locally manufactured Diesel Generator Sets as well as imported Generator up to 250kVA, sales 2tons, 3tons, 4 tons fork lifters and prime movers required by different national and multinational organizations.
* Ensured optimal motivation level and skill set for the development of team.

**PAK ELEKTRON LIMITED (PEL), HEAD OFFICE LAHORE**

**BUSINESS DEVELOPMENT EXECUTIVE Oct-2006 – Apr-2012**

* Drove PEL & LG Appliances (Split Air conditioners, Microwave Oven, washing Machine, Refrigerators and Commercial Deep Freezer) corporate sales through Government, Semi Government, Banks, private institutions and individual customers.
* Managed and generated sales of domestic and commercial generators through conventional dealers and institutions.
* Prepared budget and sales plan for the year and managed sales team of 4 individuals to achieve the sales targets.
* Responsible for company’s Key Accounts such as Metro / Makro Cash & Carry, Carrefour, Canteen Store Department (CSD) and Al fatah Departmental stores for the sales of PEL & LG appliances in Pakistan.
* Managed sales of commercial deep freezer for ENGRO FOODS LIMITED (OMORE), UNILEVER PAKISTAN LIMITED (WALLS) for their ice cream business and chest freezer for PEPSI COLA INTERNATIONAL for their bottling business.
* Reported to the Head of Corporate Sales & GM Appliance Division. Evaluate promote and execute the export business of PEL Refrigerator in Afghanistan, and other countries.

**PAK ELEKTRON LIMITED (PEL HEAD OFFICE LAHORE)**

**SALES COORDINATOR** Jul-2005 – Sep-2006

* Coordinated and achieved agreed sales targets for the year through sales team for split air conditioners, microwave oven and window air conditioners.
* Assist the National Sales Manager. Areas sales performance monitoring of dealers’ sales against plans and comparison against preceding years.
* Analyzed sales monthly/ yearly to-date basis (model wise/area wise). Worked closely with the sales team to assess the progress of the department and developed sales strategy accordingly.
* Analyzed market data for all products (brand wise/product wise)
* Draft reports, forecast budget control, designed strategies and conducted competitors research.

**ACADEMICS**

**MBA** - The Institute of Management Science (Pak - AIMS), Lahore 2004

**B. Com** - Punjab University Lahore 2000

**TRAINING COURSES**

* Customer Relationship Management PEL (In House). Feb-2006 (01 Day)
* Supply Chain Management Federal Government PITAC. Nov-2013 (8 Week)
* Project Management Course, Federal Government PITAC Sep-2015 (8 Week)
* Managing Project Through Primavera 6 (R8.3) NPO - PITAC Mar-2017 (2 Day)

**PERSONAL**

I’m 41 years old, married and have three kids. I like reading in my spare time, I’m fond of playing and as well as watching the game of cricket. My references are available when required.

**KEY ACHIEVEMENTS YEAR**

* As pioneer team member of launching the PEL Generator department, establishing the
	1. 3’S Dealer network nationwide for portable Generator 1KVA ~30kVA, Institutional
	2. sales through Tender Business and direct sales to banks, other institutions and industry
	3. Up to 400kVA. **2009-2011**
* Achieving highest sales through companies Key Accounts for PEL & LG APPLIANCES
	1. 6000 Units of PEL Air Conditioner’s (1 ton and 1.5 ton) 4500 Unit Refrigerators, Microwave
	2. Ovens 2000Units and 500 Water Dispensers. **2010-2011**
* Export Sales volume increased from $1.0 Million to $3.0Million for PEL refrigerators at

Afghanistan regions as well as new horizon like Bangladesh and other African countries **2010-2011**

are also be targeted for export.

* Registering and Pre Qualify PEL Deep freezer with PEPSI COLA INTERNATIONAL and sign
	1. MOU for R&D with them for product development required for their bottling business in **2011-2012**
	2. Pakistan.
* As team member achieving highest number of sales in Volume (Rs.450. Million) and in
	1. Numbers of Generators (250 Units / upto250kVA) in MILLAT TRACTORS at Industrial
	2. Product Division. Trains the sales staff for achieving the milestones.  **2012-2013**
* Achieving the Sales Volume of around Rs 150 Million for PowerMet Pakistan Group

Company of METS Lebanon by registering sales in different government, private institution

and Telecom Sector. **2013-2014**

* Establishing the Central Region of SYNERGY CORPORATION and increase Sales and
	1. Service volume up to 650KVA Diesel. **2014-2015**
* Best Emerging talent award for the year 2020 at Ittefaq Group  **2020-2021**

**REFERENCE**

Reference will be furnished upon request.