

Muhammad Waqas Javaid

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SALES MANAGER

Track-record of combining sales, customer service and marketing techniques to accomplish substantial revenue growth in highly competitive B2C business markets. Strong expertise in rapport building, team collaboration, selling techniques and generating new accounts to achieve corporate goals and objectives.

SKILLS

- Sales Forecasting
- Consultative Sales
- Strategic Planning/Analysis
- Personnel Training/Development
- Object Prevention
- Growth Strategies
- Strategic Prospecting
- Relationship Management
- Empathy
- Lean Six Sigma
- Marketing Support
- Customer Retention

WORK EXPERIENCE

JAVED IQBAL USED AUTO SPARE PARTS - Sharjah, United Arab Emirates | 2018 - Present

SALES MANAGER

Quantified Accomplishments:

- **Revenue Generated:** Maximized yearly revenue by an amount of 92,675 AED by vetting & contacting multiple prospects everyday and applying six sigma skills.
- **Customer Retention Rate:** Grew customer retention rate by 5.2% by creating retention tools like the A/B test and customer surveys & feedback system.
- **Lead Conversion Rate:** Boosted the lead conversion rate by 8.3% by designing an incentive referral program and marking ideal customers.
- **Net Promoter Score:** Increased net promoter score by 15 points by enabling satisfaction scores, reducing wait times, revamping multi-channel support and hiring employees having soft skills.
- **Website Visits:** Redesigned the company website resulting in 2000+ monthly unique website views.
- **Budget Managed:** Managed a budget of 400,000 AED for a given fiscal year.
- **Sales Lift:** Achieved a sales lift of 16.6% through researching consumer demand and introducing new dispensing and vending techniques.
- **Customer Acquisition:** Expanded the customer base by attaining an 11.6% acquisition rate by implementing marketing techniques such as free local delivery, social media & outdoor advertising and search engine optimization techniques.

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- **Number of employees coached:** Mentored a team of 5 employees, assigning various individual duties.
- **Product Line Profitability:** Saved the company around 50,000 AED annually by determining product line profitability and using six sigma tools to improve inventory management.
- **Partnerships Secured:** Successfully promoted business development & brand awareness by extending and partnering with 2 local car garages for mutually beneficial relationships.

Duties performed:

1. Negotiated pricing on open item products and adjusted retail prices by monitoring costs, competition and demand.
2. Calculated quarterly demand forecasts using a method known as “previous year’s calculation” and established annual sales quotas.
3. Bade in online car auctions and negotiated with car insurance companies to buy merchandise.
4. Motivated and counseled junior employees about convincing techniques, soft skills and product knowledge & specifications.
5. Directed daily operations of this business by resolving customer issues face to face, by checking internal controls and handling cash & credit systems.
6. Evaluated the performance of sales team members including appraisal of job results.
7. Constructed a business plan by analysing economic indicators, market conditions and changing trends to execute a sales program to aim ideal customers, increase satisfaction and lift sales volume.

EDUCATION

Master of Science - International Oil and Gas Management

University of Dundee | Dundee, UK | 2017

Bachelor of Engineering - Petroleum and Gas Engineering

Liaoning University of Petroleum and Chemical Technology | Fushun, PRC | 2016

CERTIFICATIONS

Lean Six Sigma Green Belt

Management and Strategy Institute | 2020

IE LTS General Certificate – 7.5 bands | 2020