



IFTIKHAR GILANI

Sales Manager

About Me

Experienced Sales Manager with a 19-year track record of driving solutions and sales growth with top-tier customers. Strong technical and commercial expertise working with top Chinese vendors like SANY, Zoomlion, and XCMG.

Skilled in leadership, negotiation, and building relationships. Proficient in marketing, sales, and sales negotiations. Effective in leading multicultural teams to achieve project goals within budget and timelines. Expertise in gathering intelligence, generating leads, managing follow-up activities, and overseeing proposals and presentations.

Collaborative approach with R&D, product engineers, marketing, and channels teams for new product initiatives and strategic partnerships.

ACHIEVEMENTS

- Exceeded sales targets for construction equipment by 80%, generating \$4 million in revenue against a target of \$5 million.
- Achieved 83.3% of material handling equipment sales target by generating \$2.5 million in revenue out of \$3 million target.

EXPERIENCE

Greaves Pakistan Manager Sales

Oct 2020– FEB 2024

- Control the complete Marketing & Technical Support setup in the Head Office of the Construction division.
- Traveled monthly to all major cities of Pakistan and met with running clients and new clients to promote the construction equipment and take care of the rental division issues.
- Planned and implemented in-store merchandising programs
- Stock management.

Orient Energy Systems Pvt Ltd. Asst. Sales Manager

Aug 2017- SEP 2020

- As a dealer of SANY Heavy Construction Machinery, my responsibilities are to sell and give the best after-sale services in the North region.
- Travelled monthly to areas where my current and new clients sell SANY Earth Moving Machinery and Concrete Machinery.

Inter Equipment Pvt Ltd Sales Executive

Oct 2016–Aug 2017

- As a dealer of ZOOMLION Crane Department attends technical training as well as meetings for customers.
- Travelled monthly to all major cities of Pakistan and the meetings with running clients and new clients to promote the ZOOMLION Cranes and Rigs

CONTACT



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EXPERTISE

- Microsoft Office
- Client Relationship Management
- Negotiation
- Leadership
- Strategic Thinking
- Team Management

Global Technologies Marketing Manager Mar 2008–Oct 2016

- Control the complete Marketing & Technical Support setup in Head Office of Construction division.
- Travelled monthly to all major cities of Pakistan and the meetings with running clients and new clients to promote the construction equipment and take care of the rental division issues as well.
- Planned and implemented in-store merchandising programs.
- Supervised sales representative and provided support and feedback to the technical staff.
- Coaching sales representatives on product knowledge and updates.

Irmal Sdn Bhd. Sharjah Airport Free Zone Marketing Asst cum Secretary April 2004–Feb 2008

- Handling office administration cum sales activates
- Managed, supervised, and led staff members (approximately 150)
- Irmal Sdn Bhd is a manufacturer company of medicated soups & and soap.
- Promote the company's products, managing all the administrative issues

EDUCATION

University of Karachi

Bachelor of Commerce
2001-2003

Board of Intermediate Education Karachi

Intermediate in Commerce
1996-1998

LANGUAGE PROFICEINCY

English	<div><div></div></div> 95%
Urdu	<div><div></div></div> 100%
Punjabi	<div><div></div></div> 81 %