



ALI ARSLAN

Resident: **Sultanate of Oman**
Nationality: **Pakistan**

Oman Civil No: 104783901
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CONTACT

Muscat, Sultanate of Oman

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EDUCATION

Bachelor of Arts: General Group
Allama Iqbal Open University - Islamabad,
Islamabad Pakistan

LANGUAGES

Punjabi, Urdu, English, Hindi: Native language

Arabic: A2
Elementary

English: B2
Upper intermediate

Urdu: C2
Proficient

Punjabi: C2
Proficient

SKILLS

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| <ul style="list-style-type: none">Sales Strategy DevelopmentClient Relationship Management (CRM)Lead GenerationB2B & B2C SalesNegotiation SkillsSales ForecastingMarket Research & AnalysisProduct KnowledgeRevenue GrowthSales PresentationsPipeline ManagementSales ReportingTeam Collaboration | <ul style="list-style-type: none">Salesforce (CRM software)Target AchievementCommunication SkillsProblem SolvingClosing SalesTime ManagementAdaptabilityFMCG SalesBrand PromotionLeadershipNetworkingInterpersonal SkillsCritical Thinking |
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PROFESSIONAL SUMMARY

Results-driven Sales Executive with 9.5 years of experience in driving revenue growth and managing key accounts across diverse industries. Proven track record in B2B and B2C sales, consistently exceeding sales targets through strategic planning, effective negotiation, and exceptional client relationship management. Adept at lead generation, market analysis, and implementing innovative sales strategies that enhance customer retention and expand market share. Strong communicator with a customer-centric approach and a passion for closing deals that deliver long-term value. Seeking to leverage expertise in a dynamic environment to contribute to a company's success.

WORK HISTORY

January 2017 - June 2024

Senior Sales Executive, **HAFFAF MUSCAT AL HADITHA ENT LLC**, MUSCAT, OMAN

Company Profile: Content creation, moderating conferences, editing & design, inbound and content marketing, events, media and go- to-market strategy for new companies, personal brand management, advertising, printing of different kind of products, manufacturing of different kind of road signboards

Website: www.haffafmuscat.com,

- Developed and implemented sales strategies to promote a wide range of signage products and services, leading to significant revenue growth.
- Built and maintained strong relationships with clients, ensuring customer satisfaction and repeat business in the signage industry.
- Conducted client consultations to understand their signage needs, offering tailored solutions that aligned with their branding and marketing goals.
- Negotiated contracts and pricing with clients, ensuring profitable agreements while meeting customer requirements.
- Managed the end-to-end sales process, from lead generation to closing deals, including coordinating design, production, and installation teams.
- Presented product demonstrations and sales pitches to clients, highlighting the benefits of high-quality signage and customized advertising solutions.
- Oversaw project timelines and collaborated with the design and production teams to ensure timely delivery and installation of signage projects.
- Kept up-to-date with market trends and competitor offerings, adjusting sales tactics to maintain a competitive edge in the signage market.
- Maintained accurate sales records and prepared reports for management, tracking sales performance and forecasting future sales opportunities.
- Attended industry events and networking opportunities to expand the client base and promote the company's signage capabilities.

December 2014 - January 2017

Sales Executive, **AABAN MODERN TRADING LLC**

Company profile : As an authorized and exclusive distributor of LA- Sota (Spanish Olives), Agrosparta (Greek Olives), Moroccoliva (Moroccan Olives), El-Basha (Jordanian food brand), Rafa Halawa, AKIJ (Juices & Energy Drink Products).

Website: www.aaban.ae

- Promoted and sold a wide range of food products to retailers, wholesalers, and distributors, driving revenue growth for the company.
- Managed relationships with key clients, ensuring satisfaction and fostering long-term partnerships in the foodstuff industry.
- Conducted market research to identify potential customers and new sales opportunities within the food and beverage sector.
- Generated leads through networking, cold calling, and referrals, effectively expanding the company's client base.
- Negotiated contracts and pricing with clients, securing favorable terms while meeting sales targets.
- Coordinated with the logistics and distribution teams to ensure timely and accurate delivery of food products to clients.
- Provided after-sales support, addressing client inquiries and resolving any issues related to product quality or delivery.
- Monitored competitor activity and market trends, adjusting sales strategies to maintain a competitive advantage.
- Prepared sales reports and presented performance metrics to management, highlighting key achievements and areas for improvement.
- Attended industry trade shows and events to promote the company's food products and network with potential clients.

PROFESSIONAL REFERENCES PROVIE ON DEMAND.