

SYED AHSAN ULLAH

House #61/61 Streer no 5 D area Qayyum Abad Karachi

E-Mail: syedahsan.kolson@gmail.com

+923455060440 +923132420041



PROFESSIONAL SUMMARY

Sales professional with 10+ years of experience in the areas of business and sales channel development for multi-million-rupees, local and Multinational organizations, With a track record of achievements. Experience of multiple Industries like Tele Communication, FMCG, Foods & Beverages. My career progression includes Field Sales Officer, Territory sales Manager & Area Sales Manager who is passionate in working multi geographic and multi-cultural areas of interior Sindh, Baluchistan and Karachi. Results-driven leader with a deep technical understanding and strong ability to identify, cultivate, and maintain strategic relationships with stakeholders and clients to achieve company-wide goals and objectives,

EXPERIENCE

Dec. 2018 Present
Karachi

Area Sales Manager, Telenor Pakistan Ltd.

- Working with Telenor Pakistan Ltd as (Area Sales Manager) Karachi from May 2021 Present.
- Worked with Telenor Pakistan Ltd as (Area Seals Manager) Quetta, Pishin, Killa Saifullah, Zhob, Hub Chowki & Loralai) From Dec(2018) to Apr (2021).

Responsibilities.

Achievement of assigned targets within the designated zone Landhi Karachi.
Handling a assigned area 550 million rupees Easypaisa business and 52 million of GSM Business,
Leading three franchise to manage sales team and growth ambition along with following job responsibility.
Efficient Franchise Management
Achievement of distribution KPIs
Business Growth through market share improvement for GSM and FS
People Development
My Typical Day at Work
Regular Analysis of KPIs/performance overview for FS & GSM.
Profitability Management of the Franchise / Area Assignment / Territory Optimization
Optimal utilization of Trade Marketing spends.
Quality of Sales improvement initiatives
Channel footprint expansion and improvement in KPIs (minimum balance, retailer servicing for FS and GSM)
Ongoing interaction with stakeholders including S&D Planning, Network team.

**Sukkur / Quetta
From Oct (2014)
to Nov (2018)**

Area Sales Manager, Hilal Foods (Pakistan No 1 Confectionery) Pvt Ltd

- **Worked with Hilal Foods from May 2014 till Dec 2016 (Sukkur Area)**
- **Worked with Hilal Foods from Jan 2017 till Dec 2018 (Quetta Area)**

Responsibilities.

Look after an area of Sukkur and Baluchistan with 8 Territory Sales Officers to achieve the Sales & distribution targets.

Handling a Total Baluchistan & Sukkur of 94.2 million rupees business

Area development through wide distribution network.

Target preparation for field force / distributors

Co-ordination with marketing team for school / collage and door to door activities.

Manage basic sales fundamentals across all the territory.

Drive half of Territory sales Team to perform as per assigned KPI's

Efficient route to market strategy to manage redistribution cost.

Expansion of S&D IT module in TOP contributing towns.

Ensuring distributors ROI with right required infrastructure.

Team Building to drive the business as per required pace.

Timely take the right decisions to improve the business performance.

Manage KPIs Score Card across all the towns.

Train and coach to sales Team to lead extended Team to deliver day to day task

Competitors mapping and market intelligence.

Design & monitor sales KPI's as per set targets

Direct Reported to Regional Sales Manager

**Quetta
From Nov (2012)
to Nov (2014)**

Area Sales Executive Lotte Kolson Foods Pvt Ltd

Responsibilities.

Handling a territory of 18 million rupees plus turnover with a team 12 DSRs

2 S R 12 Sales Mane

Implementation of company's policies.

Ensure availability and visibility of product on all logical outlets.

Territory development through wide distribution network.

Handling 15 distributors of Snick Biscuits & Pasta range in Baluchistan Province.

Monitor the performance of DIS and field force on daily weekly monthly basis.

Target preparation for field force / distributors

Co-ordination with marketing team for school / collage and door-to-door activities.

Insure ROI of Distributor

Minting History of the Quetta Territory

Direct Reported to Aria Sales Managers

Quetta Baluchistan
Nov (2010) to Oct
(2012)

Field Officer Continental Biscuits (PVT) Ltd (LU)

Responsibilities.

Handling a territory of 30 million rupees plus turnover with a team 5 DSRs. & Implementation of company's policies.

Ensure availability and visibility of product on all logical outlets.

Handling 24 distributors of Biscuits range in Baluchistan Province.

Monitor the performance of distributor and field force on weekly and monthly basis.

Target preparation for field force / distributors

Reported to Senior Field Officer

EDUCATION

Mar. 2016

MBA: Marketing

University of Baluchistan , Quetta.

SKILLS

Product knowledge.

Client acquisition and retention.

Goal setting and forecasting.

Closing sales.

Written and verbal communication.

Self-motivation.

Organization.

Time management.

Ambition

MS Office and CRM

LANGUAGES

English

Urdu

Pashto

Reference

Kamran Anwer

Head Of Sale

Meezan Tea Pakistan

+92333 7111733