



# Mohamed Afaz

## Business Executive

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### PROFESSIONAL SUMMARY

Strategic and performance-oriented Business Executive with over 6 years of hands-on experience driving sales growth, building long-term client partnerships, and navigating competitive B2B markets in the construction and building materials sector. Recognized for blending business acumen with human-centered selling to close complex deals, enhance customer retention, and align sales strategies with business goals. Adaptable, self-driven, and equipped with a deep understanding of regional market dynamics, product positioning, and client needs. Trusted by leadership and clients alike for delivering consistent value in fast-paced environments.

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### PROFESSIONAL EXPERIENCE

#### Salco Trading EST - Doha, Qatar

2018 - Present

##### Sales Executive

- Built and expanded sales operations across residential and commercial segments, establishing a consistent customer base and closing high-value contracts.
- Delivered tailored product solutions to clients by aligning their technical requirements with company offerings in plumbing, sanitaryware, and fittings.
- Maintained strong rapport with procurement officers, engineers, and contractors, leading to repeat sales and increased trust in service delivery.
- Trained and mentored junior sales team members, enhancing their client-handling skills and boosting team productivity.
- Used SAP and CRM platforms to manage leads, track sales, generate reports, and forecast quarterly revenue projections.

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### KEY ACHIEVEMENTS

- Achieved and surpassed annual sales targets by 20–30% for four consecutive years.
- Successfully managed a portfolio of 150+ active B2B and contractor clients across Qatar.
- Spearheaded product sales launches that generated a 40% revenue spike in the first year.
- Reduced sales cycle time by 25% through improved client qualification strategies and after-sales support.

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### CORE COMPETENCIES

- Strategic B2B Sales & Negotiation
- Client Acquisition & Key Account Management
- Building Materials Expertise (Plumbing, Hardware, Sanitaryware)
- Pipeline Management & Lead Generation
- Market Intelligence & Sales Forecasting
- SAP ERP & CRM Software
- Cross-Functional Collaboration
- Technical Product Consultation
- Customer Retention & Loyalty Programs

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## EDUCATION & QUALIFICATIONS

**Higher National Diploma in Computing (BTEC – Pearson Assured)**  
**Esoft Metro Campus**

**2021 - 2023**

*Key Projects:*

- Vehicle Management System – Developed using Visual Studio (C#), this application helped streamline vehicle records, monitor maintenance schedules, and manage user access efficiently.
- Hospital Management System – Designed a comprehensive system with SQL Server back-end to manage patient records, billing, and staff information; focused on usability and data integrity.

**Diploma in Information Technology**  
**The Great Wisdom**

**2017**

**Diploma in Spoken English**  
**Esoft Metro Campus**

**2015**

**Gampola Maha Vidyalaya**  
**GCE Advanced Level - Commerce Stream (2017)**  
**GCE Ordinary Level (2015)**

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## TOOLS & TECHNOLOGIES

- CRM Systems
  - ERP: SAP
  - Office Tools: Microsoft Excel, PowerPoint, Outlook
  - Workspace: Google Docs, Sheets, Slides
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## LANGUAGES

- English – Fluent
  - Sinhala – Fluent
  - Tamil – Native
  - Malayalam, Hindi – Conversational
  - Arabic – Basic
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## ADDITIONAL INFORMATION

- Valid Qatar Driving License
- References available upon request