

ARIF MUHAMMAD

0314-1258218



m.arifyaseen259@gmail.com



House No 575 Area G, near G, Market
Korangi No 5 1/2 Karachi 74900, Pakistan.



SUMMARY

With over 25 years of experience in sales, management, and customer service, I have a proven track record of driving business growth, exceeding sales targets, and delivering exceptional customer satisfaction. My expertise in sales, team management, customer relationship management, operational efficiency has enabled me to successfully lead teams, develop effective sales strategies, and build strong relationships with clients. I am a dedicated and results-oriented professional who is passionate about contributing to the success of the organization.

EDUCATION

Bachelor of Commerce

- University of Karachi | 1998 - 2000

Certificate of High Secondary

(Commerce & Business Management)

- Government National College | 1985 - 1988

Certificate of Secondary School (S.S.C)

- Government Comprehensive High School | 1980 - 1985

SKILLS

- Customer relationship management
- Sales prospecting
- Sales techniques and strategies
- Customer service excellence
- Team leadership and motivation
- Performance management
- Training and development
- Delegation and prioritization
- Inventory management
- Order processing
- Financial transactions
- Data analysis and reporting

ACHIEVEMENTS

- Consistently exceeded sales targets and increased profitability.
- Expanded customer base significantly through effective prospecting and relationship building.

PROFESSIONAL EXPERIENCE

Manager Sales

Oxford University Press (Pakistan Branch) | November 1994 - June 2015

- Customer Relationship Management:** Maintained strong relationships with existing customers through comprehensive support and personalized service.
- Sales Prospecting:** Identified and qualified new sales prospects to continually expand the customer base and meet sales targets.
- Performance Management:** Monitored and trained the sales team to achieve exceptional performance, reach revenue and profit goals, and deliver exceptional client satisfaction.

Sales Manager

Bismalla Toy Shop | February 2018 - April 2020

- Sales Performance:** Increased profits by utilizing product knowledge, sales skills, and customer relations.
- Customer Expansion:** Expanded customer bases through effective application of various sales techniques.
- Operational Efficiency:** Received and processed stock deliveries accurately, placed customer orders, provided delivery guidance, and handled financial transactions efficiently.

Assistant Manager Marketing & Sales

Blessing Booksellers | January 1990 - October 1994

- Customer Service:** Addressed customer issues calmly and professionally, providing quick and successful resolutions.
- Team Management:** Trained staff on best practices for optimal productivity and motivated management staff to deliver high-quality customer service.
- Operational Excellence:** Managed cash and credit transactions to minimize financial discrepancies, oversaw daily store operations, and delegated priorities to staff for smooth business operations.