



# Mohamed Afaz

## Sales Executive

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### PROFESSIONAL SUMMARY

Results-driven Sales Executive with 7+ years of experience in B2B sales, business development, key account management, and project sales within Qatar's construction and building materials industry. Proven track record of exceeding sales targets, developing long-term client relationships, and driving revenue growth through strategic sales planning and market expansion initiatives.

Experienced in managing contractor, consultant, procurement, and project-based accounts across residential, commercial, and industrial sectors. Strong expertise in plumbing materials, sanitaryware, water pumps, water heaters, PVC/PPR piping systems, water filtration solutions, and related building products.

Skilled in lead generation, customer acquisition, tender and quotation management, sales forecasting, negotiation, and account retention. Proficient in SAP ERP, CRM systems, and data-driven sales reporting. Recognized for delivering exceptional customer service, identifying market opportunities, and consistently achieving business objectives in competitive environments. Possesses a valid Qatar Driving License and extensive knowledge of the local construction and trading market.

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### PROFESSIONAL EXPERIENCE

#### Salco Trading Company - 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.

## 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)** **2021 - 2023**  
**Esoft Metro Campus**

*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** **2017**  
**The Great Wisdom**

**Diploma in Spoken English** **2015**  
**Esoft Metro Campus**

**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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## PERSONAL DETAILS

Full Name **Abdul Razzak Mohamed Afaz**  
Date of Birth **1998.03.19**  
Nationality **Sri Lankan**  
Marital Status **Married**

## 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