

# **SYED NISAR ALI SHAH**

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*PGDBM with Specification in Sales, Marketing, Business Development & Client Relationship Management with over 15 years of experience training and supervising sales staff while planning and implementing sales strategies over a multi-state territory. Seeking to bring my proven record in team leading and in launching successful marketing campaigns into a senior management position.*

## **PROFESSIONAL EXPERIENCE**

### Manager Competencies

- Experience of launching a product from start to finish.
- Comprehensive negotiating skills.
- Having a commercial flair and entrepreneurial talent.
- Ability to communicate complex ideas concisely.
- IT literate and comprehensive understanding of the latest sales technologies.
- Sales experience within the private sector, public sector and Government markets.
- Ability to analyze & evaluate commercial opportunities.
- Report writing.

### **Planet Cellular INC.** **SALES MANAGER**

**Miami FL, USA**  
*September 2020– Present*

**Leading the company's sales department and responsible for its day to day efficient running. Also focused on achieving set sales targets and on winning major new business for the company. (REMOTE JOB)**

#### **Duties:**

- Looking for ways to create new revenue streams at every possible opportunity.
- In charge of developing strategy, direction and tactics at national level.
- Setting sales objectives and targets across the company.
- Identifying the customer's needs.
- Developing commercial relationships with key customers and partners.
- Acting as a ambassador for the business.
- Supporting all sales activities within the company.
- Monitoring and managing the performance of the sales departments and its area sales managers.
- Negotiating reseller agreements.
- Devising distribution strategies.
- Constantly looking out for new sales and business opportunities in targeted markets.
- Providing regular and structured reports on performance to the board of directors.

**SALES MANAGER**

**United Arab Emirates.**  
***September 2017– 2020***

**Leading the company's sales department and responsible for its day to day efficient running. Also focused on achieving set sales targets and on winning major new business for the company.**

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- Monitoring and managing the performance of the sales departments and its area sales managers.
- Negotiating reseller agreements.
- Devising distribution strategies.
- Constantly looking out for new sales and business opportunities in targeted markets.
- Providing regular and structured reports on performance to the board of directors.
- Analyzing market trends.
- Giving direction to the whole department.
- Attending relevant sales exhibitions and conferences.
- Evaluating competitor activities, especially new products and services that they launch.
- Ensuring that all costs are within budget.
- Keeping all senior managers and relevant parties apprised of performance.
- Involved in the recruitment and training of sales staff.
- Conducting presentations at senior level and in front of live audiences.
- Applying for tenders.
- Strategize with senior management to market new products of consumer goods into traditional retail channels of distribution in the Fast Moving Consumer Goods (FCMG) market
- Successfully expand the marketing reach of older products into emerging digital and online platforms
- Developing feedback mechanisms.
- Implementing sales plans to meet agreed targets.
- Establishing Key Performance Indicators.
- Evaluating available resources.

**Insight Group**

**SR. SALES Executive**

**Pakistan & UAE.**

***September 2014– 2017***

**Leading the company's sales department and responsible for its day to day efficient running. Also focused on achieving set sales targets and on winning major new business for the company.**

**Duties:**

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- In charge of developing strategy, direction and tactics at national level.

- Setting sales objectives and targets across the company.
- Identifying the customer's needs.
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- Evaluating available resources.

## **Saitech Group of Companies.**

**Dubai, UAE.**

**Sr. Sales Executive**

*August 2012 – March 2014*

- Build a full-scale sales operation from the ground up; duties include establishing database systems, recruitment of senior regional sales managers and developing sales and marketing strategies
- Implement strategic goals for marketing campaigns serve as project manager, leading a team of 20 creative and technical staff
- Strategize with senior management to market new products of consumer goods into traditional retail channels of distribution in the Fast Moving Consumer Goods (FCMG) market
- Successfully expand the marketing reach of older products into emerging digital and online platforms
- Researched and developed the material for a series of four half-hour long video training series now used by company to train sales staff nationwide
- Identified and analyzed client goals and developed digital marketing strategies and solutions to achieve clients' objectives
- Supervised the delivery and installation of Car parts to new clients; coordinated replacements with existing customers
- Developed quarterly mail campaigns in accordance with advertising schedules and sales budgets

## **Al Mayas Computers & Mobiles TRD.**

**Al Sharjah, UAE.**

*Sales & Marketing Executive*

*August 2007 – March 2012*

- Manage efforts to grow new business, increase existing revenue and provide top level customer service to current accounts.
- Oversee eastern territory sales, inside sales team and product channel sales.

- Travel to client locations to participate in sales presentations and product demos.
- Analyze sales routes, territories and responsibilities to ensure efficient use of time and resources.
- Hold status meetings with sales staff to create strategies and define prioritized tasks.
- Analyze groups to determine sales quotas and lead initiatives to ensure sales staff meets or exceeds goals.
- Work with sales teams to build and cultivate relationships with managers and executives of corporate accounts.
- Recruit, train, coach and mentor new sales associates and mid-level sales managers.
- Plan and manage territory budgets and field expenditures.
- Identify sales best practices and implement process improvements to increase productivity and efficiency.

## **Personal**

- Highly motivated.
- Proven ability to develop sales growth and consistently over performing targets and goals.
- Possessing a 'can do' attitude.
- Good business sense.
- Influencing skills.
- Can work towards and meet deadlines.
- Remaining calm under pressure.
- Ability to speak Fluent English & Arabic.
- Constantly thinking of the bottom line.
- Able to follow strict working guidelines.
- Self-motivated, ability to work independently.
- Willing and able to travel internationally.

## **KEY COMPETENCIES AND SKILLS**

Sales management  
 Business planning  
 Promotions  
 Advertising  
 Business administration  
 New launches  
 People skills  
 financial skills

## **EDUCATION**

- BSC from Karachi University, Pakistan.
- 01 Year International Diploma in Computing & Information Systems from National Computing Center (NCC) for Information Technology UK.
- Other Short Courses On Networking, Computers Hardware, Media Transmission Equipment's, CCTV and Software etc.

## **ADDITIONAL SKILLS**

- Established networks and contacts in mass market distribution channels
- Graduate level coursework: Financial Forecasting, Statistics for Business Professionals

**Certificates:**

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- Galileo Software for Air Ticketing
- Scout Leader
- First Aid
- Fire Fighting

**Personal Data:**

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Date of birth : Jun 21, 1976

Nationality : Pakistani

Marital status : Married

Languages : English, Arabic, Urdu, Punjabi, Hindi