**TAHIR SALEEM**

**Sales Business Development | Digital Marketing Plans & Execution | Lead Generation | Solid in B2B & B2C**

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# Visa Status: Visit Visa, Availability: Immediately, Driving License: Available UAE

# PROFESSIONAL SUMMARY

Enthusiastic and knowledgeable Sales Business Development Manager with over 6-years of experience, specializing in up-selling auto Insurance, Building Material, Interior design, and Fit-out Industry. Skilled in sales operations, business growth, Strengthening Company’s market position, Maximizing the business performance, and relationship building in a productive way. Regularly looking for ways to increase sales and capture the maximum market share by using different social media & marketing techniques. Won B2B & B2C Sales Excellence Award twice, with a proven record of growing business market by over 100% in 6 months. In-depth knowledge of the UAE business market.

**ACCOMPLISHMENTS**

* Organized the company’s annual international Exhibition held in Expo center Dubai and independently generated over 01 Million in 3 Days.
* Revamped business pages on different digital social media platforms that have led to 65,000 followers (up by 40% in 3 months), and have led to 4% increase in revenue.
* Successfully negotiated 12% discount on all products and services resulting in total savings of 26,000 per month.
* Grew working capital by 30% in 6 months, with direct sales, cold calling, personal visits, and meetings that allowed the company to take advantage of better resources for continued growth.
* Negotiated the largest contract with the new business partner to date, 2-years exclusivity agreement worth 1.5 million.

# EXPERIENCE

#### Continental Car Hire Limited | Sales Business Development Manager

* Designing, implementing a strategic sales plan that expands company’s customer base in order to achieve targets within the given time frame.
* Recruiting and managing staff, building client relationships, balancing stakeholders, detecting new business opportunities, and negotiating and closing deals.
* Built and maintained relationships with potential clients and business partners in order to get access to new opportunities.

**Key Achievement:**

* Achieved monthly, quarterly and yearly sales margins and goals - Average Sales 90% for 2020 - 202021
* Closed at least £2.5 million in recoveries sales each year.
* Received at least 25 customers referrals, which brought in over £50,000 in new business.

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#### Balqis Building Materials Trading LLC | Business development & Sales Executive

* Research and identify new business opportunities including new markets, growth areas, trends- or new ways of reaching existing markets.
* Do sales promotion B2B & B2C through personal meetings and visits.
* Do a minimum of 50 productive meetings with potential clients per month.

**Key Achievement:**

* Exceeding monthly sales quotation from 31%-46% through personal visits and cold calling.
* Developed 2.5 million of new business potential with international and domestic customers through honest and deliberate relationship building.
* Brought in 250 potential clients by learning client’s needs and offering solutions.

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**Stones Building Materials Trading LLC| Assistant Sales & Marketing Manager**

* Visiting under-construction villas and projects on a regular basis as per a pre-planned schedule.
* Present, promote, and sell products & services to prospective customers with solid griped on product knowledge.
* Provide market updates, information, and new trends to BDM to capture the maximum market share and beat the competitors.

**Key Achievement:**

* Achieved 70% sales growth annually.
* Prospected potential new clients and turned them into increased avenues of business and have led to a 05% increase in overall sales.

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#### Black Arrow Communication Services | Business Development and Sales manager

* Support CROs on incoming calls with difficult customers or calls that require in-depth knowledge of the company's products or services.
* Monitoring and evaluating agent performance, providing learning and coaching opportunities, and taking corrective action.

**Key Achievement:**

* Designed and implemented strategic business plans that increased revenue by £890k per year.
* Developed negotiating strategies that have led 31% increase.

**EDUCATION**

BBA (Hons.)

Major in Sales & Marketing

University of Education Lahore

 2011 – 2015 Lahore, Pakistan

**ABILITY & COMPETENCIES**

* Negotiating with the customers and business partners to increase purchase values.
* Leading a team of 06 to generate a target pipeline of leads over 2 months with regular check-ins, progress updates, and supporting under-performers.
* Reputation for being patient, business relationship, close deals, a resourceful problem solver, and directed the implementation of an email integrated voice mail system that helped increase revenue by 11%
* Social Media & Digital Marketing | Sales pitch development | Sales Presentation & Organizational skills Public Speaking | Interpersonal Skills | Adaptability & Conflict Management

**ACHIEVEMENTS**

* Added 875k revenue from the total sales of 3.5 million at Stone building materials
* Added 300k revenue from the total sale of 1.5 million at BBM in less than 10 months
* Acquired 50 new sales accounts within a month and brought 3.66 million through visits
* Lead a Team and Added 100k Within 15 Days
* Added 250k in a Month of September 2021
* Added 100k within Two Months

**AWARDS**

* Best Employee of the year Dece2017
* Two times recipient of the B2B Sales Award for Excellence.
* Best Product line presenter at Exhibition held in Expo Center Dubai 2019.

#### AREA OF EXPERTISE

* Product Development
* How to get the Maximize market share
* How to increase revenue in terms of business expansion
* How to increase profitability by building strategic partnerships and making strategic business decisions.
* Aware of new market opportunities, possibilities for expansion, competitor’s development, and cost-saving efforts.

#### PUBLICATIONS

* Tahir Saleem, Nida Tanveer, and Zubair Azam (2015). “Service Quality, Customer Attitude and Subscription Behavior”
* Tahir Saleem, Saif Ullah and Rida Saleem (2015) “The Impact of Advertising and

**LANGUAGES**

Language: Mother Tongue Urdu & Punjabi. Fluent in English and fully working knowledge Hindi and Arabic.

Sales Promotion in Revenue”

# RESEARCH SEMINARS

* Presented final Year project at second International Conference held by University of Education Lahore 2015.
* Participated in “HOW TO DEAL INTERNATIONAL BUSINESS RELATIONS” in the first National conference held by Punjab University Lahore 2015.
* Presented a case study “ HOW ORGANIZATIONAL CULTURE IMPACT ON EMPLOYEES PERFORMANCE” at the University of Education held by under 12 Campuses 2013.
* Participated in the Annual Nat competition held by University of Education Lahore 2013.

**Certification of Attendance**

* Role of the Leader in Talent Development.
* How self-Motivation impacts your career.
* What are the key factors that have to keep in mind while presenting the company’s goods and services.
* How product knowledge is necessary before visiting the target market.
* Why cannot ignore Direct sales strategy and not only focus on digital marketing
* Driving License Dubai, UAE 2018.
* **English** —Communicative
* **Hindi**  —Communicative
* **Urdu**  —Mother Tongue
* **Punjabi** —Mother Tongue
* **Arabic** —Beginner