



## Waqar Ahmad

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### WORK EXPERIENCE

#### Salesperson

**Iftekhar traders** [ 2015 – Current ]

**City:** Okara

**Country:** Pakistan

As a Salesperson at Iftekhar Traders, My primary responsibilities would be to promote the company's products, generate leads, and drive sales growth. Here are some of the key responsibilities for this role:

1. Identifying sales opportunities: I will need to identify potential customers and sales opportunities by prospecting and generating leads through various channels such as referrals, cold calls, emails, and social media.
2. Establishing relationships with customers: I will be responsible for building strong relationships with customers, understanding their needs and preferences, and addressing their concerns. This will require you to have excellent communication skills and a customer-centric approach.
3. Conducting product demonstrations: I will need to be knowledgeable about the company's products and services and be able to provide effective demonstrations to potential customers. This will involve explaining product features, benefits, and prices and highlighting their competitive advantages.
4. Negotiating and closing sales: I will need to negotiate with customers to close deals and secure orders. You will need to be able to understand the customer's needs, tailor your pitch to their requirements, and close the sale by overcoming any objections.
5. Meeting sales targets: I will be responsible for meeting or exceeding sales targets set by the company. You will need to be able to track your sales performance and take necessary actions to achieve your sales targets.
6. Providing excellent customer service: I will need to ensure that customers are satisfied with their purchases and address any issues or complaints they may have in a timely manner. This will require you to be proactive, responsive, and empathetic.

Overall, as a Salesperson at Iftekhar Traders, My role will be critical in driving the company's sales growth and achieving business targets. You will need to be self-motivated, persistent, and customer-focused in order to succeed in this role.

#### Sales Marketing Officer

**CCBPL (PVT) Ltd, (COKE COLA)** [ 2013 – 2014 ]

**City:** Okara

**Country:** Pakistan

As a Sales Marketing Officer at Coca Cola Beverages Pakistan (CCBPL), My primary responsibilities would be to promote the company's products, drive sales growth, and achieve business targets. Here are some of the key responsibilities for this role:

1. Developing and implementing sales strategies: I will be responsible for developing and implementing sales strategies to achieve revenue and growth targets. This may involve analyzing market trends, identifying potential customers, and developing plans to target new markets.
2. Building and maintaining customer relationships: I will need to build strong relationships with customers and identify opportunities to upsell or cross-sell products. This will involve maintaining regular contact with customers, addressing any issues or concerns they may have, and providing excellent customer service.
3. Conducting market research: I will need to conduct market research to identify consumer trends, preferences, and behaviors. This will help you to develop targeted marketing campaigns that resonate with customers and drive sales growth.

4. Developing and executing marketing campaigns: I will be responsible for developing and executing marketing campaigns that promote the company's products and increase brand awareness. This may involve developing advertising campaigns, creating promotional materials, and organizing events or sponsorships.
5. Monitoring sales performance: I will need to monitor sales performance and analyze data to identify opportunities for improvement. This may involve tracking sales data, analyzing market trends, and identifying areas where sales performance can be improved.
6. Collaborating with other departments: I will need to work closely with other departments, such as production, logistics, and finance, to ensure that sales targets are met and that customer needs are being met.

Overall, as a Sales Marketing Officer at CCBPL, My role will be critical in driving the company's sales growth and achieving business targets. You will need to be proactive, analytical, and customer-focused in order to succeed in this role.

## **Customer Representative**

***Punjab Beverages PVT LTD, (PEPSICO).*** [ 2008 – 2011 ]

**City:** Okara

**Country:** Pakistan

As a Customer Representative in Punjab Beverages Pvt Ltd (PepsiCo), my primary responsibility is to serve as the face of the company and provide exceptional customer service to clients. My key responsibilities may include:

1. Providing customer support: I will be responsible for addressing customer inquiries, concerns, and complaints, and providing solutions that meet their needs. This may involve communicating with customers over the phone, via email, or in-person.
2. Maintaining customer records: I will need to keep accurate records of customer interactions, including details of their inquiries, complaints, and feedback. This information will be used to improve the customer experience and inform business decisions.
3. Promoting products: As a representative of the company, I will be responsible for promoting PepsiCo's products to customers, highlighting their benefits and features. I will need to have a thorough understanding of the company's products and be able to answer any questions customers may have.
4. Collaborating with other departments: I will need to work closely with other departments, including sales and marketing, to ensure customer needs are being met and that any issues are addressed promptly.
5. Meeting sales targets: I may be required to meet sales targets or quotas, and will need to work proactively to identify opportunities to increase sales and revenue.
6. Providing feedback: I will need to provide regular feedback to management on customer needs, preferences, and trends, as well as any issues or challenges that arise.

Overall, My main goal as a Customer Representative is to provide excellent customer service, build strong relationships with customers, and help drive the success of the company.

## **EDUCATION AND TRAINING**

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### **Intermediate**

***Board of Intermediate & Secondary Education, Lahore*** [ 2004 – 2006 ]

**Address:** Govt Degree College, 56300 Okara (Pakistan)

### **Matric**

***Board of Intermediate & Secondary Education, Lahore*** [ 2002 – 2004 ]

**Address:** Govt High School M F Okara , Okara, Pakistan , 56300 Okara (Pakistan)

## **LANGUAGE SKILLS**

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Mother tongue(s): **Urdu**

**Other language(s):**

**English**

**LISTENING A1 READING B2 WRITING B1**

**SPOKEN PRODUCTION A1 SPOKEN INTERACTION A1**

## **DIGITAL SKILLS**

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Zoom / Skype / LinkedIn / Social Media / Microsoft Office / Internet Services - Internet & E-mail / Facebook

## **OBJECTIVE**

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### **Salesperson**

**Objective: To secure the position of Salesperson in a reputable organization where my skills, knowledge and experience in sales can be utilized to achieve the company's sales objectives and contribute to its growth.**

### **Summary:**

- 1. Proven track record of meeting and exceeding sales targets**
  - 2. Exceptional communication and negotiation skills**
  - 3. Strong ability to build and maintain long-term relationships with clients**
  - 4. Self-motivated, result-oriented and customer-focused**
  - 5. Highly organized and able to multitask effectively**
  - 6. Proficient in using sales tools and technologies**
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