

MUHAMMAD SOHAIB SAJJAD

SALES & Marketing Professional



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10- December-1995

Why *Sohaib*?

- ✓ **Seasoned and performance** oriented technical sales and marketing professional with 4 years of experience in the diversified capacity. Being adept at business development of engineering products and construction works with in-depth focus on industries such as automobile, warehousing industry, textile, sugar, cement, chemical, paper & board, food & beverages, defense & governmental organizations.
- ✓ **Proactive professional**, possessing flawless expertise in sales and marketing projects effectively. Skilled at developing and executing guidelines and strategies for achieving targets while using logic and reasoning to identify strengths and weaknesses of alternative solutions and benefits of potential actions.
- ✓ **Efficient team player**, capable of leading engineering projects. Possesses efficient skills in domains of achieving sales' targets, handling marketing tasks concurrently with implementing excellent time management. Has grasp on team management, regulation and monitoring to increase efficiency of system for enhancing operational performance

KEY SKILLS & COMPETENCIES

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|----------------------------------|----------------------------------|
| • Business Development | • Marketing & Sales Management |
| • Project Development | • Client Relationship Management |
| • Proposal & Drafting Submission | • Supply Chain Management |
| • Strategic sales planning | • Creative Team Leadership |
| • Interpersonal Skills | • Public & Media Relations |
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PROFESSIONAL EXPERIENCE

-IZHAR STEEL PVT. LTD. Karachi, Pakistan

May, 2020 – Jan, 2021

*WORKED as D. Manager Special Projects (**PRODUCT: PRE-FABRICATED STEEL BUILDINGS, PROCESS EQUIPMENTS**)*

Responsibilities / Attainments:

- ✓ Sales & Marketing
 - Adept at business development of engineering products with focus on industries such as sugar, Cement, textile, chemical, paper & board, food & beverages, oil & gas, automotive.
 - Generate revenue along with the profit maximization to achieve the sales target.
 - Developing marketing, sales strategies along with its implementation
 - Forecasting by searching the need of business in order to develop business and promote the product in the market.
 - Making Proposals & Contract, Pre-Qualification Documents, and Tender Documents for the sake of participation in project campaign.
 - Present solution to the client and secure sales contract

-PANASIAN GROUP OF COMPANIES-VOLVO PENTA, Karachi, Pakistan

July, 2018 – April, 2020

*WORKING as Sales Engineer (**PRODUCT: VOLVO PENTA ENGINES, ONIS VISA DIESEL GENERATOR**)*

Responsibilities / Attainments:

- ✓ Sales & Marketing
 - Working as a member of sales team for client relationship management, approaching clients, fetching business, strategic planning and business proposals. Explaining initial technical details and managing inquiries, with follow ups of pending orders till award along with invoicing & recovery of awarded orders.

-FABCON GROUP OF COMPANIES, LAHORE, PAKISTAN

Nov 2017-June 2018

WORKED as a Lead Project Development Engineer

Responsibilities / Attainments:

- ✓ Sales & Marketing
 - Adept at business development of engineering products with focus on industries such as sugar, Cement, textile, chemical, paper & board, food & beverages, oil & gas, automotive.
 - Making strategic sales planning for the targeted sector.
 - Travelling throughout the sales territory in order to track upcoming and existing project activities.
 - Developing long term relationship with clients by visiting at their destination during travelling.
 - Making Proposals & Contract, Pre-Qualification Documents, and Tender Documents for the sake of participation in project campaign.
 - Making presentation in order to demonstrate Fabcon Group Of Company working area and its background.

- Monitoring the working of junior sales professionals by using their force to track the project activities.

✓ **Supply Chain Management**

- Involved in making the delivery schedule of awarded project in steel structure division by working on its inventory with technical department.
- Involved in monitoring End to End Supply Chain Management of steel structure division in order to meet the requirement of Project as per schedule.

-Pyramid Steel Structures (Pvt.) Ltd.

Dec 2016 – Oct 2017

(Subsidiary of ZKB, RELIABLE & FABCON)

WORKED as a Project & Business Coordinator

Responsibilities / Attainments:

✓ **Sales & Marketing**

- Involved in Managing awarded project executing and upcoming project activities only for Steel Structure Division.
- Involved in Compiling database of only steel structure by calling & approaching to client's destination.
- Involved in making proposals & invoices

Involved in handling clients while providing them awareness of product & services.

✓ **Project Management**

- Involved in monitoring inventory management for the awarded project.
- Involved in writing detail & summarized progress report against the awarded project.
- Involved in managing the inspection process of fabricated material which was inspected by clients.

PROFESSIONAL QUALIFICATION

**-UNIVERSITY OF ENGINEERING & TECHNOLOGY, LAHORE, PAKISTAN
(UET LAHORE)**

2012-2016

MECHANICAL Engineering

**-MBA MARKETING
(IN PROCESS)**

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