

MUHAMMAD IHTISHAM AFRIDI

**Sales Executive| Business Development| Client
Relations Expert**

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SUMMARY

Results-driven Sales Professional with over 4 years of experience in B2B and B2C sales across Qatar, and Pakistan. Proven track record of consistently exceeding revenue targets by 30%+ through strategic client acquisition, account management, and consultative selling. Skilled in contract negotiation, CRM systems, and sales performance analysis. Recognized for building strong client relationships, leading high-performing sales teams, and executing data-driven strategies to drive market expansion. Seeking a Sales Executive or Sales Manager role to contribute to business growth, customer success, and long-term profitability.

CORE COMPETENCIES

- Sales & Business Development–Market analysis, lead generation, contract negotiation.
- Client Relationship Management (CRM)–Retention strategies, needs assessment.
- Team Leadership–Training, performance optimization, KPIs.
- Digital Marketing–Social media trends, campaign execution.
- Data-Driven Decision Making–Sales reporting, inventory analysis (MS Excel).
- Multilingual–English (Fluent), Arabic (Basic), Urdu (Native), Pashto (Native).

PROFESSIONAL EXPERIENCE

Position: Sales Executive

Falcon Fly Immigrate - Riyadh, Saudi Arabia | 2024- Currently Working

Responsibilities:

- Contacted and followed up with leads through phone, Email, and Walk-ins.
- Explained immigration programs, eligibility criteria, and services offering.
- Conducted initial assessments and scheduled consultation with senior advisors.
- Maintained CRM systems to track client progress and follow-ups.
- Achieved and often exceeded monthly sales targets.
- Persuasive communication and objection handling
- Target driven sales strategy.
- CRM software usage (e.g. Hub-spot, ZOHO)

Position: Sales Executive

Swat Trading Co. W.L.L–Doha,Qatar|08/2022–12/2024

Responsibility:

- Developed and executed sales strategies to meet and exceed company targets.
- Exceeded monthly and quarterly target by over 30% through strategic sales initiatives.
- Managed and motivated the sales team to ensure high performance and productivity.
- built and maintained strong client relationship to drive repeat and referral business.
- Promoteed and sold a wide range of products to retail and wholesaleclient across Qatar.

Position: Sales Associate

HIRA Group of Companies–Peshawar, Pakistan|06/2019–07/2021

Responsibilities:

- Deliver top-tier customer service that resulted in a 25% increase in repeat business.
- Constantly meet and exceeded individual sales quotas.
- Cultivated long-term client relationship by understanding customer needs and providing trusted solutions.
- Maintain detailed sales records and provided input to team performance reviews.
- Recognized for reliability and performance, earning repeat business and positive client feedback.

EDUCATION

Bachelor of Business Administration (BBA)
University Of Peshawar, Pakistan

Pre-Engineering
Global Degree College Peshawar, Pakistan

SOFTWARE/DIGITAL SKILLS

MS Office Suite	<i>Experienced</i>	CRM Software	<i>Experienced</i>
Social Media Advertising	<i>Experienced</i>	Google Workspace	<i>Experienced</i>

KEY ACHIEVEMENTS

- Spearheaded revenue growth initiatives that consistently surpassed organizational sales targets.
- Negotiated high-value corporate contracts, establishing long-term partnerships with key clients.
- Enhanced customer retention strategies, fostering lasting loyalty and repeat business.
- Optimized sales processes through innovative automation and operational improvements.
- Spearheaded market expansion efforts, successfully tapping into new customer segments.

CERTIFICATION

- Google Digital Marketing Fundamentals (Google Digital Garage).
- Sales force CRM Essentials.
- Advance Sales Techniques.
- Data Analysis with Excel (LinkedIn, Learning).

LANGUAGES

- English(Fluent)|Arabic(Basic)|Urdu(Native)