



ZUBAIR ASHRAF

SALES EXECUTIVE

EXPERIENCE

SALES EXECUTIVE

10/2020 - 09/2023

MICROCHANNEL ELECTRONICS - SAMSUNG MOBILES DISTRIBUTOR - SRINAGAR, INDIA

- Consistently surpassed sales quotas, achieving over 100% of annual targets.
- Boosted sales by 40% through strategic business development initiatives.
- Exceeded monthly sales objectives by up to 20% through diligent market analysis and option research.
- Stayed abreast of industry trends to enhance customer engagement and optimize sales techniques.
- Met and exceeded sales and service goals by establishing and nurturing new client partnerships.
- Formulated sales strategies informed by in-depth research on consumer purchasing behaviors and market dynamics.

SALES PROMOTER

12/2018 - 06/2020

AL HATHAIFA GROUP – MUSCAT, OMAN

LULU HYPERMARKET BAUSHAR MUSCAT, DEPARTMENT = HOME APPLIANCES

- Provided exceptional customer service by addressing inquiries and offering comprehensive product knowledge.
- Achieved exceptional sales performance in the Home Appliances department, representing brands such as Tefal, Janome, Singer, and Power.
- Surpassed sales targets in five out of six quarters.
- Amplified daily sales figures by up to 60%.
- Maintained an impressive 120% of the sales quota consistently across the first three quarters.
- Successfully converted 50% of non-users into confirmed buyers.
- Strategically boosted sales by emphasizing the unique advantages and features of products.
- Proactively engaged with customers, adhering to company scripts to effectively promote products and drive sales.
- Tailored recommendations to individual customer needs, enhancing satisfaction and loyalty.

SALES OFFICER - RETAIL BANKING PRODUCTS

04/2014 - 09/2018

HDFC BANK – SRINAGAR, INDIA

- Achieved Top 5 Sales Performer status consistently on a monthly basis.
- Excelled in lead generation, due diligence, and conversion to drive sales growth.
- Boosted sales figures by 30% through strategic business development initiatives.
- Surpassed sales targets with an average attainment of 118% since inception.
- Demonstrated relentless drive, achieving year-on-year sales volume growth and high customer satisfaction.
- Innovated sales processes with new strategies, cold calling methodologies, and enhanced customer engagement and customer service.

INSIDE SALES EXECUTIVE

03/2012 - 04/2014

FOUR CHINAR - KASHMIRI HANDY CRAFTS COMPANY - SRINAGAR, INDIA

- Managed daily store operations efficiently, ensuring a seamless sales process.
- Demonstrated product features, addressed technical queries, and effectively countered objections to secure sales.
- Engaged with current and potential clients to assess their business requirements and proposed tailored solutions to drive revenue growth.

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SUMMARY

Experienced Sales Executive with 11 years of expertise in lead generation and customer service, I excel in communication and I am eager to leverage my skills to surpass sales goals at your esteemed company.

EDUCATION

BACHELOR OF ARTS 2009-2011
UNIVERSITY OF KASHMIR

O LEVEL COMPUTER DIPLOMA
NIELIT - SRINAGAR INDIA

LANGUAGES

- KASHMIRI
- URDU
- ENGLISH

SKILLS

- Sales & Business development
- Decision Making
- Up-Selling and Cross-Selling
- Adaptability
- Leadership Skills
- Self-motivation
- Goal-oriented
- Multitasking Skills
- Problem Solving Skills
- Conflict Management
- Knowledge of Sap CRM & ERP
- Microsoft Office
- Tech Savvy

PERSONAL INFORMATION

- Date of Birth : 10/11/1988
- Marital Status : Un-married
- Nationality : Indian
- Religion : Islam
- Passport No. : S0210102
- Gender : Male
- Passport Expiry Date : 12/04/2028