

Muhammad Moin Lakhani

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CAREER PROFILE

Dynamic sales professional with 16 years of proven success in the cement, mining, and asphalt industries across Saudi Arabia. Expert in securing high-value contracts, building strong client relationships, and driving year-over-year revenue growth. Adept at navigating complex market environments and delivering innovative solutions tailored to client needs. Recognized for strategic leadership, exceptional negotiation skills, and a commitment to exceeding ambitious sales targets.

- **Key Achievements**

- Consistently achieved or exceeded annual sales targets through aggressive prospecting, effective relationship management, and a deep understanding of client needs within the construction and infrastructure sectors
- Expanded company's market presence by securing new contracts with regional and national contractors, increasing aggregate and asphalt sales volumes by 20% within the first year.
- Streamlined sales and delivery coordination by implementing new order tracking and client communication procedures, resulting in a 15% improvement in on-time deliveries.
- Contributed to new product development by relaying client feedback to the production and R&D teams, facilitating the introduction of custom aggregate blends and specialty asphalt mixes.

- **Key Skills:**

- In-Depth Industry Knowledge
- Results-Driven Mindset and Accountability
- Communication and Presentation Skills
- Team Leadership and Mentoring
- Market Intelligence and Strategic Business Development
- Adaptability and Problem-Solving

CURRENT JOB PROFILE

Senior Sales Executive

(01 Dec 2023 –Present)

Dar Al Manajim Company for Mining & Industry Ltd

A subsidiary of Rashed Al Rashed Group of Companies

Jeddah, Saudi Arabia

Roles and Responsibilities

- Maintaining in-depth knowledge of aggregate and asphalt products, applications, and production processes, enabling effective consultation with clients to recommend optimal materials and solutions for their specific project needs.
 - Leading contract negotiations and pricing discussions with clients, ensuring mutually beneficial agreements while maximizing profitability for the factory.
 - Coordinating with production, logistics, and quality assurance teams to process orders, schedule deliveries, and ensure timely fulfilment of client requirements.
 - Serving as the primary point of contact for client inquiries, complaints, and after-sales support, facilitating prompt and satisfactory resolution of issues to maintain high levels of customer satisfaction.
 - Promoting adherence to industry regulations, safety standards, and company policies during all sales and delivery activities, ensuring all client communications accurately reflected factory procedures and product quality certifications.
 - Negotiating contracts, finalized large-volume orders, and collaborated with logistics to ensure timely delivery of materials.
 - Assisting with marketing events, trade shows, and exhibitions to promote products and services
 - Supporting data collection for market surveys and feedback analysis.
 - Helping prepare promotional materials, product catalogs, and digital content.
 - Maintaining the company's reputation by delivering excellent customer service.
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PREVIOUS JOB PROFILES

Sales Executive

(Feb 2012, Nov 2023)

Al Rashed Cement

Jeddah and Al Khobar, Saudi Arabia

- Gathering and analysing the market sales volume data.
- Generate new business for the company.
- Understand and generate solutions for the customer requirements.
- Remain Updated about the competitors' activities and sales volumes.
- Develop and maintain relationships with existing customers in person.
- To add and increase cash sales to improve company cash flow.

Sales Officer

(Dec 2009, Jan 2012)

Al Rashed Cement

Al Khobar, Saudi Arabia

- Coordination with the sales team by managing schedules,
- Document controlling and prompt reporting to supervisor.
- Ensuring the adequacy of sales related material.
- Responding to complaints from customers and give after-sales support when requested.
- Handled the processing of all orders with accuracy and timeliness.

EDUCATIONAL QUALIFICATION

Qualification	University	Year
Bachelor of Commerce(B.Com)	University of Karachi	2008
Diploma Business Administration (DBA)	Sindh Board of Technical Education	2005
Happy Palace School	Secondary Education Karachi	2003
Hifzul Quran	Iqra Rauzatul Atfal	1994

PERSONAL DETAILS

Date of Birth	06 th Oct 1981
Marital Status	Married
Languages Known	English Urdu Arabic
Current Location	Jeddah
