



Syed Aun Ikhtlaq

Date of birth: 27/02/1988

Nationality: Pakistani

Gender: Male

CONTACT

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ABOUT ME

**Experienced FMCG & Beverages Customer Relationship | Sales Representative
| Route Sales | Retail Sales.**

Results-driven FMCG Sales Professional with 10+ years of experience in customer relationship management, retail sales, route sales and distribution. Proven ability to promote and sell products, achieve sales targets, manage assigned sales routes, and build long-term relationships with retailers and distributors. Experienced in order booking, market execution, product availability, merchandising, and ensuring timely product delivery. Strong knowledge of sales operations, competitor analysis, and territory development with a consistent record of increasing sales performance and customer satisfaction. A dedicated team player with excellent communication, negotiation, and problem-solving skills, committed to delivering outstanding business results.

KEY SKILLS

Retail Sales FMCG Sales New Customer Development Retailer Relationship Management. Sales Representative Route Sales Management Customer Relationship Management Territory Management Product Promotion Sales Target Achievement Order Booking Distribution Management Retail Merchandising Product Availability Market Coverage, Timely Product Delivery. Negotiation Skills. Competitor Analysis. Microsoft Excel, Microsoft Word, Microsoft PowerPoint.

WORK EXPERIENCE

Innovative Biscuits (Pvt.) Ltd Mian Channu

Territory Sales Manager

01/09/2023 – Current

- To achieve the sales target in terms of volume and revenue on monthly and yearly basis.
- Monitoring and handling the supply, availability and visibility issues by daily market visits.
- Area visit planning & route's restructuring for cost effective distribution and incremental sales.
- Daily sales reviews with sales team. Maintaining relations with the existing customers and providing them with after sales services.
- Promoted company products across assigned retail outlets to maximize sales opportunities.
- Managed assigned sales routes and ensured complete market coverage.
- Coordinated with distributors to ensure timely product delivery and stock availability.

Ajinomoto Lakson Group Sahiwal Zone , Pakistan

Territory Sales Executive

06/01/2021 – 31/07/2023

- Sales and Distribution Management.
- Responsible of Value Sales of 9 towns (ERC & Tonnage).
- Primary and Secondary Targets achievement of all towns.
- Developed and strengthened relationship with existing and potential retailers.
- Responsible to develop and execute plans to get growth from assigned territory.
- Ensured timely order processing and product delivery.
- Consistently achieved assigned sales and distribution targets.
- Visited retail outlets daily to promote company products and generate sales.

Naubahar Bottling Company Pepsi Cola Narowal, Shakargarh, Pakistan

Sales Development Supervisor

12/09/2018 – 31/12/2020

- Sales and distribution management.
- Managing sale volumes of distributions.
- To achieve segment wise sales target.
- Brand wise availability and numeric distribution.
- To increase category wise market share in assigned territory.
- Inject cooler equipment's for conversions and replacements.
- New account development.
- Market visit for conversion of Coke Outlets, retention of Pepsi outlets.
- Daily visit to distributors & market visit to resolve issues of outlets.
- Making and ensuring penetration plans of new brands and packs to ensure achievement of the KPIs.
- Promoted beverage products across assigned retail markets.
- Managed route plans and ensured effective sales coverage.
- Strengthened customer relationships through regular market visits.
- Coordinated with distributors to ensure timely product deliveries.
- Consistently achieved sales growth and market penetration targets.

KM Pasha Communication Telenor Franchise Mian Channu, Pakistan

Customer Service Representative

01/06/2014 – 15/08/2018

- Managed customer relationships by providing prompt and effective support for telecom products and services.
- Handled customer inquiries, complaints, service requests, and issue resolution while maintaining high customer satisfaction.
- Assisted customers with SIM activation, number portability, mobile internet, device, and account-related services.
- Maintained accurate customer records and ensured compliance with company policies and documentation requirements.
- Coordinated with sales and technical teams to resolve customer issues efficiently and improve service quality.
- Built long-term customer relationships through professional communication, follow-up, and after-sales support.

EDUCATION AND TRAINING

2012 Multan, Pakistan

Graduation Bahauddin Zakaria University Multan

Website www.bzu.edu.pk | **Field of study** journalism

HONOURS AND AWARDS

10/06/2021 European Union

European Union Soft Skills Training Guide

Complete the training guide of European Union Soft Skills Program.

21/06/2026 Alison

Warehouse Managment, Inventory Stock & Supply Chains

01/04/2023 Ajinomoto Lakson Group

Appreciation Certificate

Earn an appreciation certicate from my employer on my excellent services in organization.

03/05/2023 Ajinomoto Lakson Group

Appreciation Certificate

Earn an appreciation certicate from my employer on my excellent services in organization.

LANGUAGE SKILLS

MOTHER TONGUE(S): Urdu

OTHER LANGUAGE(S): English

RECOMMENDATIONS

Muqtasad Saleem Bhatti ZSM Innovative Biscuits Pvt. Ltd.

He is working under my supervision and always showed great dedication and responsibility in his role. He has strong sales skills, maintains good relationships with clients, and consistently works hard to achieve his targets. He is a reliable and hardworking individual, and I highly recommend him for future opportunities.

Phone (+92) 3320929000

Malik Javed Zubair ZM Zulfiqar Industries Limited

During his tenure with Ajinomoto, he proved to be a highly motivated and performance-oriented professional. He consistently achieved sales targets, demonstrated excellent market understanding, and showed strong leadership potential. His commitment, discipline, and proactive approach towards business development make him highly recommendable for future roles.

Phone (+92) 3331167484