

Asshraf Khhan

Business Strategy & Planning



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Accomplished management executive offering 16+ years of extensive teaching and leadership experience with proven ability to communicate and build consensus in sharing an organizations vision. Diligent in building and retaining accounts by providing support and attentive service. Expertise in marketing strategies, product promotion and merchandising to achieve market penetration. Successful record of expanding network connections through persuasive brand imaging. Analytical and meticulous sales professional with comprehensive experience in relationship-building, partnership cultivation and profit channel growth. Self-motivated leader with natural talent for networking and territory development. Excels at leveraging customer data to deliver strong solutions, hardworking and driven sales management professional equipped to revitalize sales operations and align procedures to maximize profits and client acquisition. Successful at improving sales procedures to streamline and strengthen processes. Multifaceted leader with analytical and diligent approach to building and leading strong teams.



Education

2009-05 - 2011-04

MBA: Business Administration & Marketing

University of Wales Institute - Cardiff

2005-05 - 2008-05

BBA: Management Studies, Marketing

Rizvi College - University of Mumbai - Mumbai, Maharashtra



Work History

2023-06 - Current

Property Project Manager

Self Employed Services, Pune

- Prepare comparative market research analysis to establish a realistic asking price (beyond what an online estimator can do)
Identify which assets are a property's top selling points for that neighborhood
- Pinpoint the best places to invest money in improvements
Stage the property to make it appealing to buyers
Photograph the property, inside and out
- List the property on the local Multiple Listing Service (MLS)
Advertise the property to gain the attention of prospective buyers
- Supervise and/or schedule property showings and open house events

- Draft and prepare documents, such as offers, contracts and closing statements
- Communicate with buyers, sellers, companies, lenders and home inspectors
- Arrange meetings with prospective buyers
Interview buyers to understand what they're looking for in a new property
- Schedule property showings
- Guide the buyer through the closing process

2022-09 - 2023-05

Regional Head

Thyssenkrupp , Maharashtra

- Plan and manage operational policies and strategies in a given region
- Achieving business goals and revenue targets.
- Overseeing daily operations, managing budgets, and setting performance objectives.
- Recruiting, training, and supporting area managers as well as conducting regular performance appraisals.
- Developing and implementing business, marketing, and advertising plans.
- Managing internal and external stakeholder relations and negotiating contracts.
- Planning, evaluating, and optimizing operations to be efficient and cost-effective.
- Ensuring products and services comply with regulatory and quality standards.
- Ensuring company standards and procedures are followed.
- Preparing and presenting monthly, quarterly, and annual statements, analyses, and reports of operations and finances.
- Dealing with escalated customer issues, incident reports, and legal actions.

2021-08 - 2022-08

City Head

OLA CARS / ANI Technologies Pvt. Ltd, Pune, MH

- Developed both long-term strategic vision and strategy for team and managed day-to-day sales operations
- Sold and delivered 1272 cars averaging profit of Rs 65,000 per car with an estimated revenue of \$8.5 million and profit of over \$1 million
- Developed executed strategic plan to achieve sales targets and expanded customer base
- Increased sales by 25% within 3 months of business
- Owning and hitting/exceeding annual sales targets within assigned territory and accounts
- Enhance sales productivity by enabling team to work smarter by simplifying processes
- Track and analyze metrics including pipeline growth, ageing inventory & profit on added stocks
- Having keen eye on budgets and budgetary changes
- Evaluated performance against goals and implemented appropriate development plans
- Ensuring staff working on processes are happy and operating efficiently
- Meeting with various heads of departments to identify and resolve issue
- Own end-to-end process of tracking sales funnel and operational metrics and delivering regular insights to business; define and deliver techniques to

- improve funnel performance for sales management
- Assist with on-boarding and training new sales talent on sales and operations
- Maintained stock to meet expected customer demand

2018-03 - 2021-07

Branch Head Sales & Operations

TATA Motors, Concorde Motors, L

- Used critical thinking to break down problems, evaluate solutions and make decisions
- Direct all operational aspects including product promotion, customer service, human resources, administration and sales
- Bring out best of branch's personnel by providing training, coaching, development and motivation
- Locate areas of improvement and propose corrective actions that meet challenges and leverage growth opportunities
- Share knowledge with other branches and headquarters on effective practices, competitive intelligence, business opportunities and needs
- Address customer and employee satisfaction issues promptly
- Network to improve presence and reputation of branch and company
- Develop implement and manage detailed business plan using total team involvement and participate in establishing team sales goals
- Work closely with partners in human resources to understand and implement policies and procedures pertaining to team performance
- Develop sales strategies to maximize revenue generation

2013-07 - 2018-02

Product Manager

Shivam Autozone Pvt. Ltd, Mumbai

- Creating annual dealership sales forecasts by estimating total vehicle sales, gross and operating profits as well as expenses for sales departments
- Overseeing standards for displaying and merchandising vehicles as well as reviewing and initialing all promotions before finalized
- Managed and handled team of 8 sales executives
- Increased product sale by 30% for consecutive 7 months
- Coordinating appropriate supply of vehicles and ordering/acquiring vehicle inventory accordingly
- Working directly with manager on making recommendations on both short and long-range advertising plans, sales promotions, staffing needs, lease promotions and compensation plans
- Auditing all appraisals of trade-in vehicles, monitor vehicle inventory and ensure timely supply of orders
- Present regular reports to management on sales activities and maximized profits
- Organize auto sales events and conferences to increase contact network and improve on sales knowledge
- Responsible for training of sales recruit, RTO team, marketing and accounts team

2008-04 - 2013-06

Sr. Team Leader

Wessex, Cardiff, United Kingdom

- Followed Nissan standards and process (for example, dress code, sales process, showroom display, etc.)
- Identified and generated sales lead in inbound inquiry calls
- Processed customer orders in professional manner to maintain high standard of customer services
- Qualify buyers by understanding buyer's requirements and interests; matching requirements and interests to various models; building rapport
- Systematically presenting vehicle while creating clear customer connection
- Closes sales by overcoming objections; asking fo negotiating price; completing sales contracts; explaining provisions and offering warranties, services, and financing; collects payment; delivers automobile
- Continuous analyzing and monitoring competitor's activity
- Managed team of 5 sales executives
- Increased sales growth year of year by 18%



Skills

Mergers & acquisitions

Business alliances

Organizational turnaround

Policy development and optimization

Financial leadership