



Muhammad Arif: Trainer Profile

A Proven Leader in Sales and Account Management



Muhammad Arif is a dynamic and results-driven professional with a robust background in sales, account management, and team leadership. With a career spanning several years, Muhammad has established himself as a key player in the e-commerce and retail sectors, particularly through his impactful roles at Daraz.PK (Alibaba Group). In his current position as Key Account Manager and Team Lead for On-boarding at Daraz.PK, Muhammad leads the on-boarding team where he excels in understanding the unique needs of key sellers and providing tailored solutions that drive sales. His proactive approach ensures that products and services are delivered efficiently, fostering strong and lasting relationships with clients. Muhammad's ability to grasp complex market dynamics and his dedication to exceeding client expectations have made him a trusted advisor and partner to many sellers on the platform.

Previously, Muhammad served as an Area Sales Manager at Daraz.PK from August 2022 to February 2023. In this role, he was pivotal in preparing comprehensive business strategies and setting ambitious sales goals. Working closely with the sales team, he maintained robust relationships with existing sellers while also pursuing new opportunities to expand the market. His strategic thinking and analytical skills were evident in the comprehensive sales reports he created and presented to senior management. These reports not only highlighted current performance but also identified potential growth areas, showcasing Muhammad's deep understanding of market trends and sales dynamics.

Before his role as Area Sales Manager, Muhammad was a Facilitation Agent at Daraz.PK from July 2019 to June 2022. During this tenure, he was instrumental in acquiring sellers in relevant categories and managing their accounts. His efforts in facilitating sellers to increase their sales and organizing daily schedules to engage potential sellers underscored his dedication and organizational prowess. Muhammad's ability to establish new accounts by planning and organizing daily work schedules demonstrated his meticulous attention to detail and commitment to driving business growth.



Muhammad's career began in the hospitality industry, where he served as a Shift Manager at Alfandi Pizza Valley from February 2018 to June 2019. In this role, he honed his managerial skills by greeting customers, creating schedules, and overseeing restaurant operations. His hands-on experience in a fast-paced environment equipped him with excellent customer service and supervisory abilities. This role laid the foundation for his future success in more complex roles by instilling in him the importance of customer satisfaction and efficient team management.

Earlier in his career, Muhammad worked as a Cashier at 14th Street Pizza Co from March 2016 to January 2018. This experience in the retail sector allowed him to develop a strong foundation in customer service and cash handling, which paved the way for his future roles in sales and account management. His ability to manage financial transactions accurately and interact with customers effectively highlighted his reliability and attention to detail.

Muhammad Arif's educational background is equally impressive. He holds a Master's degree in Physical Education from the University of Sargodha, obtained between February 2015 and July 2017. Additionally, he completed a Post Graduate Diploma in Information Technology (PGD-IT) from the Government College of Science in Multan between July 2013 and July 2014. This diverse educational background adds a unique dimension to his professional profile, showcasing his versatility and adaptability.

Muhammad's key skills and attributes include exceptional sales and account management capabilities, strong leadership and team collaboration, strategic planning and goal setting, excellent relationship-building and communication skills, and proficiency in creating detailed business reports and presentations. With a proven track record of success in various roles, Muhammad Arif continues to drive growth and excellence in every position he undertakes. His dedication to delivering outstanding results and his ability to navigate complex challenges make him an invaluable asset to any organization.

Key Skills and Attributes:

- i. Exceptional sales and account management capabilities
- ii. Strong leadership and team collaboration
- iii. Strategic planning and goal setting
- iv. Excellent relationship-building and communication skills
- v. Proficient in creating detailed business reports and presentations