

# ZAHID MALIK

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## PROFESSIONAL SUMMARY

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Customer-oriented, strategic-thinking Vice President/Director Of Sales. A Development Professional with over 12 years of experience in building relationships, cultivating partnerships, retaining top accounts and growing profit channels. Multi-tasking and self-motivated leader with expertise on expanding network connections, persuasively introducing products, implementing pricing models, inventory control and projections, vendor relations, territory development and revealing customer needs and benefits to deliver solutions.

## KEY ACHIEVEMENTS

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Awarded Sales Champion Award 3 years consecutive for my Organisation whilst at Appco UK.

Responsible for negotiating and closing key agreements with Westminster, Wandsworth & Southwark Local Government for exclusivity on services provided.

Building a start-up company from 25-146 employees over 2.5 year period and running my team averaging 35 staff. Providing full fibre Internet services across London generating £115,000 (Year 1) & £236,000 (Year 2) revenue streams, at Community Fibre Ltd.

## WORK HISTORY

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### Sales Director, 09/2022 - Current

Giganet UK, Reading, West Berkshire

- Launched Field Sales Division B2C - D2D, Digital, Venue & Inbound Outbound - FTTP.
- Created a Sales Plan forecast for next 3 years across all channels.
- 1.8 million RFS across the UK.
- 10,000 D2D customers acquired in the first 6 months.
- Strengthened revenue opportunities by developing tailor-made sales strategies based on industry trend and competitor analysis.
- Managed team of 80, including Regional Sales Managers, Field Sales Managers and Field Sales Representatives. All regions, from Scotland down to the South of England.
- Monitored and analysed market trends and competitive offerings to identify opportunities for segment expansion.

## SKILLS

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- Territory management
- Lead qualification
- Relationship building
- Sales team supervision
- Closing strategies
- Staff training and development
- Staff management
- Connectivity trend analysis
- Business development
- Business administration
- Negotiation
- Consulting
- Fibre Internet wholesale expertise
- Operational leadership
- Cross-functional communication
- Customer relationship management
- Operations management
- Employee management
- Customer service
- Data collection and analysis
- Networking and relationship building
- Key performance indicator tracking
- Sales strategies
- Lead development
- Salesforce
- Relationship management
- Sales goal attainment
- Brand-building strategies
- Presentations and proposals

- Leveraged trends in customer industries and marketplaces to shape value-added solutions and approaches.
- Improved profitability, developing pipeline using multiple sales channels and penetration strategies.
- Territory management , Lead qualification, Relationship building
- Sales team supervision and Staff training/ development
- Uplift on TrustPilot scores with excellent Team Customer Service
- Package / Pricing / Speeds - Determined to fit customer expectations in line with the current market.
- Recruitment workshops
- Consistently hitting KPI's and Bonuses
- Cultivated strong relationships with key organisations and professionals to support future business growth objectives.
- Worked with internal and external teams to initiate marketing strategies to grow at national, regional and specific sector levels.

### **Vice President Sales, 02/2021 - 09/2022**

#### **Hey Broadband Ltd, Horsham, West Sussex**

- Introduced new Full Fibre Internet (FTTP) product to market, helping to increase profits by building a Sales Team.
- Remobilisation Plan. Setting up Packages, Pricing, Speeds Offered, Website, Recruitment, Social Media and Territory Management.
- Built lasting relationships with clients through outstanding customer service interactions. Secured Sponsorships with Businesses & Professional Football Clubs.
- Led startup of sales region in 3 counties to date, and expanding.
- Managed the daily supervision, training and performance outcomes for staff including Sales Managers and Field Sales Executives through Training & Motivation to maximise productivity.
- Built and deepened relationships with internal and external personnel to enhance client retention and growth plans. This Included building a Partnership with Community Organisations to further Market our product.
- Boosted customer satisfaction scores to Excellent rating on Trustpilot customer reviews through fast and knowledgeable issue resolution and exemplary product service.
- Identified market product demands and customer trends to bring in new customers and retain existing ones for sustainable profits. It is vital to understand competitors, in order to meet customer needs.
- 1000 customers acquired in first 6 months post lockdown.

### **Vice President Sales, 04/2020 - 02/2021**

#### **Ontix Trading Ltd, London**

- Oversaw sales operations in Central London area.

- Determined merchandise price schedules and package speeds
- Promoted branding initiatives by marketing and mapping out products in market to maximise customer outreach.
- Identified and solved complex strategy problems to impact sales management and business direction.
- Created and directed sales team training and development programmes.
- Forecasted product sales and achievements
- Kept abreast of latest trends and recommended enhancements that would challenge and refine the company's product offerings

### **Head of Sales, 08/2017 - 02/2020**

#### **Community Fibre Ltd, London, ENG**

- Monitored sales team performance and provided effective training to help reach sales targets.
- Supervised 35 to 40 employees and monitored performance to meet sales goals.
- Determined merchandise price schedules and discount rates.
- Secured sales targets by building successful sales teams, preparing yearly sales and marketing budgets and implementing strategic action plans.
- Promoted branding initiatives by marketing and mapping out products in market to maximise customer outreach.
- Achieved 100% of quota within first year as Head Of Sales.
- Increased profitability by developing pipelines using multiple marketing channels and sales strategies.
- Participated in weekly meetings with CEO & COO to discuss strategy effectiveness.
- Mentored and trained staff to drive productive goal setting and field sales objectives achievement.
- Recruited, interviewed and hired people who would add value, a positive attitude and knowledge to sales team.
- Exceeded sales goals and improved profitability by developing sales strategies and business plans according to market trends.

### **Brand Specialist, 11/2016 - 08/2017**

#### **Universal Avenue, London, ENG**

- Offered strategic recommendations in lead and sales generation processes, aiding achievement of established targets and KPIs.
- Worked with Google to develop and coordinate multi-platform campaigns, achieving 100% on Sales Target.
- Supported Too Good To Go in devising Food Waste campaigns, targeted to meet bespoke client growth needs.
- Executed successful product introductions by coordinating actions with social media, public relations and other internal teams.

- Managed team of Twelve employees, overseeing the hiring, training, and professional growth of employees.

### **Sales & Marketing Manager, 12/2015 - 11/2016**

**Digital Adverts Ltd, Leicester, LEC**

- Used product knowledge, sales abilities and customer relations skills to drive substantial sales increases in Digital Screen Advertising.
- Listened to customer needs and desires to identify and recommend optimal products.
- Worked with diligence to regularly meet or exceed special targets, including branding an ad campaign and specific product promotions.
- Created and presented media and advertising packages to prospective customers.
- Developed sales leads and uncovered new business opportunities through prospecting and cold calling.
- Coordinated and attended client meetings, effectively negotiating terms, handling objections and closing sales to ensure optimum outcomes for all parties.
- Customers closed and on boarded included, Emirates, Rolex, Mercedes, Evian, Nivea, Red Bull, PayPal, DHL, Right Move, Vodafone and multiple Charitable Organisations.

### **Sales & Marketing Manager, 03/2009 - 12/2015**

**Appco Group UK, London, ENG**

- Interfaced with customers, determined needs, provided recommendations and up-sold services.
- Monitored sales team performance and provided effective training to help reach sales targets.
- Exceeded sales goals and improved profitability by developing sales strategies and business plans according to needs and benefits of customer.
- Conducted weekly meetings with my team to discuss strategy effectiveness.
- Recruited, interviewed and hired people who would add value, a positive attitude and knowledge to sales team.
- Grew number of customers by 100 % in a 6 month period. Exceeding expectations and winning company award(s) at annual rally.
- Retained existing customers and substantially grew customer base, product line and sales volume.
- Ran an office of 65 brand ambassadors and team leaders , and monitored performance to meet sales goals.
- Represented respected brands such as Npower, Sky, Talk Talk & Government Campaigns related to solar panels and home insulation.

**Driving Instructor, 09/2005 - 03/2009**

Self Employed, Southampton, HAM

**Police Officer, 10/1994 - 09/2005**

Metropolitan Police / Hampshire Constabulary, London /  
Southampton, London / Hampshire

## **EDUCATION**

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**Diploma of Higher Education, Business Studies**

Haslemere Technical College - Haslemere, HAV

**Certificate of Higher Education, Business Studies**

Goodmayes Sixth Form Centre - Ilford, RDB

### **GCSE**

**Oxford School Of Science & Technology** - Ilford, RDB

- English Language (A)
- English Literature (B)
- Mathematics (B)
- Sociology (B)
- Drama (B)
- Science & Further Science (C)
- Craft Design & Technology (C)