

# Farhad Colin Shaarbaf

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## PERSONAL STATEMENT

A hard-working, knowledgeable and target-oriented Sales Manager with a successful sales record. Skilled in building and maintaining a loyal client base through strong interpersonal skills, and excels at devising strategies for increased sales.

Offering an in-depth understanding of the sales cycle process whilst remaining focused on customer satisfaction throughout all stages. Strong organisational and time management ability; experienced presenter, negotiator and closer, skilled in planning, scheduling and meeting deadlines.

I have a positive drive for success and will be a valuable addition to a forward-thinking company with strong opportunities for progression.

## KEY ACHIEVEMENTS

- **Tronair:** Achieved direct area sales of £4m in one year Increased territory sales (Eastern Europe, UK and Africa) from \$3.6 million to \$4.2 million direct sales within two years, exceeding quota by 12% in 2017 and 15% in 2018.
- **Tronair:** Increased my territories client base by 10-15% year-on-year
- **Tronair:** Sales growth 15% in Africa achieved in one year (up from 800k to 1.2M)
- **Tronair:** Fostered a robust, sustainable network of buyers in my territories, leveraging strong listening, presentation and closing skills to optimize sales results despite previously dominant competitor advantage
- **Tronair :** Introduced new product lines into the market, often closing sight-unseen sales of newly released products.
- **Tronair/Team B:** Demonstrated an unwavering commitment to customer service, adding new customers while maintaining premium service levels with existing accounts.

## EMPLOYMENT HISTORY

04/2016 – Present **Sales Manager - EMEA, Tronair Inc, London**

- Writes formal RFQ'S/RFP'S, Identifies and generates leads through networking, marketing and converting leads into key accounts
- Maintains an extensive knowledge of competitors, their offerings and their presence in assigned territories.
- Emphasises product features based on customers' needs/KPI's and up-sell/cross-sell IT products/services
- Manages the sales cycle from inception to execution
- Manages high-profile corporate accounts
- Closes an average of 20 sales calls each quarter.
- Full ownership of revenue growth and profit margins
- Coordinates and leads service review meetings to ensure customer satisfaction is prioritised
- Conducts bid analysis and deal execution, ensuring to buy, sell and renegotiate/renew contracts at best prices
- Uses CRM and ERP systems to record data (Infor-Netlink)
- Managing all distribution and service centre networks – ranging from product support to joint customer visit and strategic sales planning for RFQ's
- Driving New business development opportunities through engineering
- Responsible for negotiating contracts from year to year (i.e. price increases and stock agreements)

### 12/2014 – 04/2016 **Bookkeeper, Team B Partners LLP, London**

- Back office support for clients.
- Bringing over clients onto Xero from various accounting packages.
- Creates time efficient BKK processes for both bookkeeper and client.
- Prepares and files quarterly VAT Returns.
- Preparations of Management accounts.
- Enters financial data into accounting databases to be verified and reconciled.
- High Standard BKK for clients on a variety of different accounting softwares (Xero, Kashoo, FreeAgent, Quickbooks, Kashflow and Sage) involving processing sales and purchase invoices, expenses, bank reconciliations.
- Using IRIS for Accounts production
- Creates depreciation plans for fixed asset register and run monthly.
- Petty cash reconciliations.
- Introduced new and efficient accounting, financial and operational systems.
- Advises clients on various ways to reduce VAT and Corporation Tax liabilities
- Applies for 64-8 authorisations
- Liases directly with client in relation to queries of theirs and of mine.
- Experiences with onsite and offsite BKK

### 02/2013 – 12/2014 **Founder & Managing Director, Impeccable Decorators, London**

- Sourced leads and cold-called to promote the products, and regularly called/visited both new and existing customers to discuss requirements, negotiate terms and maximise business opportunities
- Acted as key point of contact for the company, ensured a high standard of customer service by discussing technical problems or repairs required and recommending suitable products
- Provide consultation and conduct research & development of product coordinates for the construction of presentation boards used for visual demonstration.
- Managed client billing and accounts receivables including preparing invoices and purchase orders while working closely with clients to ensure adherence to client budget.
- Develop spreadsheets to record and track financial data of all client transactions using MS Excel.

## EDUCATION

### September 2013 – June 2014 **Barnet and Southgate College, Graham Park Way, Colindale, NW9 5RA**

- L4 AAT (Accounting)

### September 2012 – June 2013 **Barnet and Southgate College, Graham Park Way, Colindale, NW9 5RA**

- L3 AAT (Accounting)

### September 2010 – July 2011 **Stanmore college - Elm Park Stanmore HA7 4BQ**

- AS level, Math's, Law, Business, Accounts

### September 2009 – July 2010 **Harrow College- Lowlands Lane, Harrow on the Hill, HA1**

- BTEC First National in Science\_ Grad (M & P)

### September 2007 – July 2009 **Hampstead school- Westbere Road, London NW2**

- GCSE: Drama\_(B), Music\_(C), Double English (literacy & Language)\_(C), Math's\_(B) , Double Science\_(B), Triple Science\_(B), French\_(C), Physical Education\_(B), Religious Education & Citizenship.

## SOFTWARE PROFICIENCIES

- Microsoft Office (PowerPoint, Word, Excel and Outlook),
- CRM and ERP systems
- IRIS

**PERSONAL INTERESTS**

- Forex trading
- Performance Cars
- Topgolf, Snooker, Water parks

**REFERENCES AVAILABLE UPON REQUEST**