

# Irfan Khan

Merchant Relationship Executive

📍 Dubai - United Arab Emirates

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## Languages

English

Hindi

Urdu

## About

Dedicated Relationship professional with history of meeting company goals utilizing consistent and organized practices. Skilled in working under pressure and adapting to new situations and challenges to best enhance the organizational brand. 3+ years' experience in Ecommerce B2B marketplace, exceptional clients' relationship skills, product listing, pricing and promotion. Research and hunt potential clients to increase the category health and trending verticals. Expert in customer transition phase and onboarding, with a solid onboarding record of 1000+ clients across Ecommerce, banking and finance industries. Target oriented veteran sales associate, keen eye on analyzing opportunities and lead generation with a 11 years' experience of conversion and moving smoothly through the sales funnel. Experienced Financial Advisor with a demonstrated history of working in the banking industry. Skilled in Portfolio Management, Islamic Finance, Banking, Cross Selling, and Business Development.

### BRANDS WORKED WITH

A2z Arabia

Adib

Majid Al Futtaim

Mashreq Bank

Noor Bank

Splyr.Com Global

The Entertainer

Union National Bank

## Experience



### ● Merchant Relations Executive

The Entertainer | Jun 2021 - Now

Rewards/Loyalty & Lifestyle Application

- Source, maintain and develop relationships with existing and new merchants for co-branded apps and standalone loyalty programs across categories of Food & Beverage, Beauty & Fitness, Fashion & Retail, and Attractions & Leisure.
- Engage with clients like MasterCard / Al Futtaim / Aldar / HSBC / Al Ghurair / Adnoc for incorporation within the program offering, where necessary refining the applications and campaign requirements to suit the platform mechanics.
- Use our Global CRM system (Salesforce) to update relevant merchant information. Respond to and follow up sales inquiries from merchants. Monitor and report on market and competitor activities and provide relevant reports and information to management.
- Successfully lead meetings necessary to create partnerships and aid business development.

### ● Business Development Specialist

Splyr.Com Global | Jun 2019

B2B Ecommerce Platform

- Identify the potential wholesaler for B2B transactions & onboard them on the splyr.com eCommerce platform.
- Train the vendors about the portal, make them understand the importance of eCommerce business & upload/list all their inventory on the portal with the best price possible.
- Identify potential partnership opportunities by researching the market/industry and keeping a close eye on key developments in the region's B2B market.
- Cold call as appropriate within the market or geographic area to ensure a robust pipeline of opportunities. Meet potential clients by growing, maintaining, and leveraging a professional network.
- Through market research develop forward thinking, creative marketing strategies aimed at generating leads, growing sales, and driving revenue.
- Develop a cordial professional rapport with new clients, set targets for sales and provide the support that will continually improve the relationship.
- Grow and retain existing accounts by presenting new solutions and services to partners. 2019-06 - 2020-01 2016-11 - 2019-01



### ● Senior Relationship Officer

Union National Bank | Jan 2010

Achieved goals for sale of bank products and services and exceeded performance metrics for customer service.

- Worked with clients to provide competitive commercial banking solutions and retail financing plans.
- Collaborated with clients to maintain relationships and provide customers with thorough support and guidance.
- Targeted accounts at senior and executive levels and secured funding for future initiatives. 2010-01 - 2011-12 2008-01 - 2010-02



### ● Senior Relationship Officer

Majid Al Futtam |

Generated new business and referral clients in partnership with financial advisors and branch team.

- Assisted customers with opening accounts and signing up for new services.
- Utilized prospecting techniques to identify potential clients and create opportunities to sell financial services.
- Developed and cultivated lucrative relationships with both new and existing clients through effective communication and exemplary interpersonal skills.
- Prospected for new customers through existing leads and cold calling and maximizing lead generation.
- Timely execution of all sales activities – leads, campaigns, referrals & any self generated leads.
- Tracked and reported sales performance including pipeline, acquisition results and market conditions.
- Set appointments, listened to customer needs and sold most appropriate product
- Researched and understood prospects before making the call.
- Ensured all applications are fully and accurately completed, and submitted properly.
- Achieved client satisfaction and loyalty by establishing collaborative relationships, facilitating needs assessment.

### ● Vendor Management Specialist

A2z Arabia |

enhanced revenue streams by applying business development opportunities.

- Responsible for managing overall P&L management for Shops Category. Brand on boarding, Business Development, Category Management, Vendor relationship, encapsulating Buying, Planning and Merchandising.
- Vendor Development – Identifying, Developing and Managing reliable vendors for the company. One of the early team members of A2zara-bia.com shopping & lifestyle TV channel launch team.
- Closing business agreement with the relevant brands, negotiate margins, commission, transfer price, terms of trade with vendors for registration completion along with the relevant documents as per company legal guidelines.
- Create category growth plans in terms of target brands, gross/net margin and assortment for Handbags, Eye wear & Beauty categories.
- Responsible for inventory management, sales planning, forecasting and develop long term profitable relationships with select key vendors.
- Monitor stock level and keep healthy inventory, determine buy quantity and category assortment based on sales forecast, gross margin and turnover objectives.
- Developing product assortments using market trend analysis and changing customer needs.
- Identifying category gaps, growth opportunities and risks in assortment, and develop contingency business plans including detailed promotional programs.
- Catalog Building– On boarding new brands taking into-consideration the gaps to-fill up the existing catalog and educating the vendors to align them to our organizational goals.

### ● Relationship Officer

Noor Bank |

Generated new business and referral clients in partnership with financial advisors and branch team.

- Manage personal relation with the client to get new business.
- Initiate and implement core Marketing and Business Development strategies.
- Plan, develop and implement new marketing strategies aimed at business growth.
- Liaised with clients by phone, email and text messaging to meet client needs and define expectations.
- Assisted customers with opening accounts and signing up for new services.
- Maintained knowledge on banking products and distribution to provide optimal service support.



### ● Relationship Officer

Mashreq Bank |

Facilitated meetings and discussions between clients, sales and delivery teams.

- Supported sales team in mining and analyzing customer data to identify and plan for expansion and additional business.
- Retail Banking Group Proven ability to maximize sales opportunities by creating professional sales script and building rapport with potential new and also existing customers. .

### ● Sr. Relationship Officer

Adib | Feb 2014 - Mar 2016

2014-01