MALIK HASNAIN ALI SAFDAR

Business Development Manager

CONTACT

+966 591 642 403
husnainmalik.abasyn@gmail.com
linkedin.com/in/hasnainali99
Jeddah, Saudi Arabia
Open to Remote / Relocation

✓ Transferable Iqama ✓ Saudi DL ✓ English C1

CORE COMPETENCIES

- Pipeline Generation from Zero
- Client Acquisition (B2B)
- Consultative Selling
- Discovery, Needs Analysis
- Proposal Positioning
- Objection Handling
- Relationship Management
- CRM Management, Reporting
- Market Research, Segmentation
- AI-Assisted Personalisation
- Cold Outreach, Email Campaigns
- Revenue Strategy

TOOLS & PLATFORMS

- HubSpot CRM, Salesforce CRM
- Apollo.io, LinkedIn Sales Navigator
- WhatsApp Business API
- Claude AI, Google Workspace
- Power BI, Python Analytics
- Microsoft Office Suite

LANGUAGES

- Urdu, Punjabi — Native
- English — Fluent (C1)
- Arabic — Conversational

EDUCATION

BBA – Business Administration
Abasyn University, Islamabad
2019 – 2024

CERTIFICATIONS

- Data Analyst with Python — DataCamp
- Digital Marketing — Google
- Omnichannel Marketing — Forage
- Advanced SEO — HelpHour

B2B Sales · Pipeline Generation · Client Acquisition · Revenue Growth

Accounting firms do not lose clients because of bad work. They lose revenue because no one is converting relationships into retainers. **I fix that.** I bring seven years of high-trust B2B business development structured around the same values your firm is built on: precision, credibility, consultative communication, and long-term client relationships. I do not pitch. I position your firm as the safest, smartest financial partner a business owner can have — and I close.

$267K+	40%+	3×	70–80%
Self-Sourced B2B Contracts	Demo-to-Close Rate	Revenue Growth from Zero	WhatsApp Open Rate

WHY ACCOUNTING FIRMS WIN WITH ME

› **I speak your clients' language.** CFOs, finance managers, and business owners do not want to be sold to — they want to feel understood. I open conversations around tax exposure, cash flow risk, compliance gaps, cost of poor financial visibility — the exact pain your firm solves. By the time I present your services, the client already feels the need.

› **I build pipeline your firm does not have to wait for.** Most accounting firms grow through referrals alone — slow and unpredictable. I research your ideal client profile, build segmented prospect lists, launch targeted outreach, and generate qualified conversations consistently, at scale.

› **I position your firm as a partner, not a vendor.** Clients choose the accounting firm they trust most, not the cheapest one. I use consultative selling, strategic follow-up, and value-based positioning to place your firm as the highest-trust, lowest-risk financial partner in every conversation.

PROFESSIONAL EXPERIENCE

Independent Revenue Generator

B2B Sales, Supply & Subcontracting · Jeddah, KSA · NWC Contractor Network

› **Closed $267K+ USD (SAR 1M+)** in self-sourced B2B contracts across supply, subcontracting, and project services — zero company leads, zero inherited accounts.

› **Owned the complete deal lifecycle:** cold research, first contact, site visit, needs analysis, proposal, negotiation, contract execution, delivery — in a high-trust, relationship-driven KSA market.

› **Built buyer-specific pitch frameworks** adapted to KSA decision-maker culture, generating repeat revenue from anchor clients through reliability and commercial follow-through.

› **Average deal cycle of 2–3 weeks** built entirely on self-generated relationship capital and face-to-face trust.

Sales & Business Development Specialist

EBC Digital Agency · Islamabad, Pakistan · B2B Digital & SaaS Sales

› **40%+ demo-to-close rate** — 2–3× the industry benchmark — through structured objection handling, personalised value framing, and consultative discovery.

› **WhatsApp campaigns achieving 70–80% open rates** versus the 22% email average — a channel critical to MENA professional engagement.

› **Compressed prospect-to-meeting timelines by 60%** using AI-assisted personalisation and data enrichment via Apollo.io.

› Trained **5+ business founders** in SPIN Selling and Challenger Sale frameworks, reducing their average sales cycles by 30%.

Project Manager & Business Development Lead

MSS Builders · Islamabad, Pakistan · Infrastructure & Government Contracts

› **Closed $269K+ USD** in government infrastructure contracts — full BD cycle from tender analysis to project handover.

› Scaled annual contract value **3× over 4 years** from a zero-inherited pipeline by identifying new verticals and building strategic partnerships.

› **Won all 6 competitive government tenders entered** — reverse-engineered competitor proposals to position as the lowest-risk, highest-value bidder.

› Led cross-functional teams of **20+ people** across operations, procurement, and compliance — all projects on time, cost overruns under 5%.

WHAT I BUILD FOR YOUR FIRM IN 90 DAYS

Days 1–30
Map & Position
Audit your ideal client profile, study your strongest services, build segmented prospect lists, set up CRM pipeline stages, prepare outreach scripts and email sequences.

Days 31–60
Convert
Launch targeted outbound, book qualified discovery calls with business owners and finance decision-makers, test value propositions, deliver weekly pipeline reports to leadership.

Days 61–90
Systematise
Build a repeatable acquisition engine your firm controls — referral loops from satisfied clients, AI-assisted follow-up sequences, industry-specific messaging, a sales playbook every future hire can follow.

*Your firm already delivers exceptional financial work. What I bring is the **controlled pipeline** that ensures more of the right clients experience it. **More qualified conversations. Stronger trust. Better-positioned offers. A growing book of business.***