

Awais Amjad

Business Developer & Sales Professional · B2B · IT Services · US Market

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Professional Summary

Highly motivated Business Development & Sales Professional with **2+ years** of hands-on experience in B2B IT services, specializing in client acquisition in the **US market**. Skilled in outbound sales, LinkedIn outreach, Upwork high-ticket bidding, proposal writing, and consultative selling. Strong ability to manage the full sales cycle, conduct discovery calls, perform candidate screening, and bridge communication between clients and technical teams.

Professional Experience

Business Developer & Sales

Jun 2025 – Apr 2026

Softsincs · Lahore, Pakistan

- Led end-to-end **B2B sales** targeting US startups, SMEs, and enterprises seeking software development and IT staffing solutions.
- Executed multi-channel outbound strategies via **LinkedIn**, cold emails, and **Upwork** to generate consistent qualified leads.
- Managed and optimized the complete **Upwork sales funnel** for high-budget projects with focus on long-term client retention.
- Crafted personalized, value-driven proposals that improved response rates and conversion.
- Conducted discovery calls to deeply understand client needs, define project scope, and gather technical requirements.
- Collaborated with engineering teams to validate feasibility, set realistic timelines, and prepare accurate estimations.
- Managed full sales lifecycle — prospecting, qualification, negotiation, and deal closure.
- Built strong client relationships through transparent communication and proactive follow-ups.
- Conducted technical interviews and candidate screening to ensure quality talent delivery for clients.

Business Development Executive (Contract / Freelance)

Jan 2024 – Aug 2024

Remote

- Executed targeted **B2B prospecting** for companies seeking custom software development and IT services.
- Generated and qualified leads via **LinkedIn outreach**, cold email campaigns, and job board research (Indeed, Built In).
- Collaborated with clients to develop tailored proposals, quotations, and requirement documentation.
- Scheduled discovery calls and ensured effective lead qualification and handoff processes.
- Managed CRM pipelines, maintaining accurate records and executing structured follow-up strategies.
- Tracked outreach metrics and prepared performance reports to optimize conversion rates.

Core Skills

Sales & BD	B2B Client Acquisition (US Market), Outbound Sales, Consultative Selling, Full Sales Cycle Management
Lead Generation	LinkedIn Outreach, Cold Email Campaigns, Prospect Research, Lead Qualification, Upwork Bidding
Sales Operations	Sales Pipeline Management, CRM Tracking, Follow-up Sequences, Performance Reporting
Proposals & Client	Value-Based Proposal Writing, Requirement Analysis, Discovery Calls, Contract Negotiation
Technical Bridge	Client Communication, Candidate Screening & Interviewing, Cross-functional Team Coordination

Tools & Technologies

CRM & Sales	HubSpot, Zoho CRM, Salesforce (Working Knowledge)
Prospecting & Outreach	LinkedIn Sales Navigator, Apollo.io, Hunter.io
Freelance Platforms	Upwork (Profile Optimization, Proposal Writing, Bidding Strategy)
Scheduling & Communication	Calendly, Slack, Zoom, Google Meet
Productivity & Collaboration	Google Workspace, Notion, Trello
Data & Analysis	Microsoft Excel, Google Sheets (Advanced Functions, Reporting)
AI & Automation	ChatGPT (Lead Research, Outreach Personalization, Proposal Writing)

Education

BS Computer Science — University of Engineering & Technology (UET), Lahore

2022 – 2026