WARIS MALHI / Manpreet Singh Malhi

CONSULTATIVE SALES • CUSTOMER ACQUISITION • BUSINESS DEVELOPMENT

Brampton, Ontario | 647-283-7716 | warismalhi@gmail.com

GTA-wide availability • Valid Ontario licence and reliable car • Portfolio: warismalhi.com/sales

PROFESSIONAL SUMMARY

Sales and customer-acquisition professional with approximately three years in lending sales and lead generation, plus progression from automotive rental sales into Assistant Manager responsibilities. Helped increase inbound loan enquiries approximately 4× through local SEO, outreach, lead qualification and follow-up. Known for calm customer conversations, practical problem-solving and relationships that earn repeat referrals.

SALES CAPABILITIES

Consultative selling • Customer acquisition • Lead qualification • Negotiation & objections • Local SEO • Customer retention & referrals • Financing enquiries • CRM/follow-up workflows

RELEVANT EXPERIENCE

MALHI ENTERPRISES | Sales, Lead Generation & Marketing

India • August 2022 – April 2025 • Family business

- Helped grow incoming loan enquiries approximately 4× through local SEO, lead-generation initiatives, qualification and coordinated customer follow-up.
- Supported a business receiving typically 5–10 loan enquiries daily, with busy days reaching 10–15; explored customers' needs and suitable lending options.
- Worked through complex credit and collateral questions by clarifying lender requirements, coordinating accurate paperwork and reassuring customers without promising approval.

RUTHERFORD COLLISION CENTRE | Rental Sales → Assistant Manager

Ontario • January 2019 – June 2022

- Progressed from frontline rental sales into broader assistant-management responsibilities involving rentals, collision repair, towing and fleet operations.
- Helped drivers after accidents understand repairs, towing and rental next steps; built relationships that continued generating referrals and customer calls years later.
- Supported commercial rental sales, tow-truck transactions, fleet-insurance coordination and cross-team customer handoffs.

DIGITAL GROWTH & CASE STUDY

Homelyt Vision — Built an AI-assisted home-visualization product; designed a proposed homeowner-to-renovation consultation and lead-qualification workflow (concept, not a deployed CRM system). View case study

Digital toolkit: Lovable, Claude, Gemini, Higgsfield and CapCut for websites, short-form content and AI-assisted marketing production.

ADDITIONAL BACKGROUND

BLACKBIRD SECURITY | Security Officer (part-time / full-time shifts) | Ontario | Jan 2026–Present

Education: Mohawk College alumni • Languages: English, Punjabi, Hindi

Professional development: Independent study of buyer psychology and negotiation; building personal AI and marketing projects alongside employment.