

MOHAMED ALI MOHAMED HASSANIN

SALES REPRESENTATIVE



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Riyadh, Saudi Arabia

Objective

To secure a challenging role in sales or sales management with a forward-thinking organization where my sales experience, customer relationship management skills, and ability to drive revenue growth can be effectively utilized to contribute to business objectives and personal development.

About Me

Highly motivated and results-driven Sales Professional with over 10 years of progressive experience in the FMCG and electronics industries. Proven expertise in sales management, customer relationship building, and market analysis. Adept at leading cross-functional teams, exceeding sales targets, and ensuring customer satisfaction. Fluent in Arabic and English with strong communication, negotiation, and problem-solving skills. Seeking to leverage my extensive sales experience to contribute to a dynamic organization's success.

Education

- **Kafr El-Sheikh University, Faculty of Arts**
- **Department: Archaeology, Greek and Roman Studies**
- **Grade: Very Good**

Experience

- **Sales Representative - Samsung Saudi**
 - **April 2021 – Present**
 1. Develop and implement sales strategies to drive revenue growth and meet company objectives.
 2. Identify and develop new business opportunities, maintaining a strong customer base.
 3. Provide product demonstrations and educate customers on Samsung products and services.
 4. Maintain accurate sales records and reports to track performance.
 5. Ensure adherence to company policies, including pricing and promotional guidelines.
 6. Follow up on customer payments and ensure timely collections.
 7. Resolve customer complaints efficiently to maintain brand loyalty and enhance customer experience.
- **Sales Representative - STC Saudi**
 - **June 2018 – March 2021**
 1. Fostered relationships with new and existing clients, identifying customer needs and delivering tailored solutions.
 2. Provided excellent customer service, answering inquiries about products, services, and promotions.
 3. Collaborated with cross-functional teams to improve customer satisfaction and ensure timely service delivery.
 4. Generated sales reports to monitor performance and present insights to management.
 5. Handled customer complaints with professionalism and ensured prompt resolutions.
- **Sales Representative - Al Jabr Electronics, Haier**
 - **January 2016 – May 2018**
 1. Promoted Haier electronics products, maintaining a detailed understanding of product features and benefits.
 2. Worked closely with management to optimize sales processes and identify growth opportunities.
 3. Ensured customer satisfaction through prompt follow-ups and resolution of technical issues.
 4. Managed customer accounts, ensuring timely payment collection and outstanding debt follow-up.

- **Senior Sales - La Vache Qui Rit, Egypt**

- **January 2013 – December 2016**

1. Exceeded sales targets by staying ahead of market trends and improving merchandising techniques.
2. Led a team in conducting market research to identify new opportunities and improve sales performance.
3. Provided management with detailed sales reports and actionable insights for strategy adjustments.
4. Resolved customer complaints, ensuring customer satisfaction and retention.

- **Sales Executive - Almarai Egypt**

- **January 2009 – December 2013**

1. Managed a portfolio of clients, building strong relationships and delivering tailored product solutions.
2. Coordinated with the logistics team to ensure timely delivery of products to clients.
3. Conducted daily and weekly sales reporting, keeping management informed of market trends and sales performance.
4. Addressed customer concerns and implemented solutions to ensure repeat business.

Certifications & Training

- **Achievement in Sales and Marketing - American University**
- **Diploma in Sales - IBS Academy**

skills

- **Sales Strategy & Execution:** Expertise in developing and executing effective sales plans to achieve revenue targets and drive growth.
- **Market Analysis & Research:** Skilled in analyzing market trends and competition to identify sales opportunities and improve performance.
- **In-depth Product Knowledge:** Comprehensive understanding of product features and the ability to present and demonstrate them convincingly to customers.
- **Performance Reporting & Analytics:** Expertise in preparing sales reports and analyzing data to identify business opportunities and challenges.
- **Business Development:** Proficient in identifying and developing new growth opportunities within existing and emerging markets.
- **Negotiation & Deal Closing:** Strong negotiation skills to secure optimal outcomes for both the company and the customer, with an ability to close deals efficiently.
- **Revenue Generation & Growth:** A solid track record of consistently meeting sales goals and driving revenue growth.
- **Cross-Functional Team Collaboration:** Ability to collaborate effectively with cross-functional teams to meet customer satisfaction goals and business objectives.
- **Process Improvement & Optimization:** Skilled in identifying improvement opportunities and implementing more efficient processes to achieve optimal results.
- **Communication & Presentation:** Excellent verbal and written communication skills with the ability to deliver clear and persuasive presentations.
- **Problem-Solving & Analytical Thinking:** Strong ability to analyze complex situations and find effective solutions to achieve positive outcomes.
- **Leadership & Team Management:** Proven leadership skills in managing and guiding teams towards achieving common goals.
- **Adaptability & Reliability:** Flexible in handling challenges and changes, while maintaining a high level of reliability and accountability.
- **Independence & Self-Motivation:** Capable of working independently while staying motivated to reach targets and objectives.
- **Time Management & Organization:** Exceptional time management and organizational skills to ensure efficiency in completing tasks.

Personal Data

- **Nationality: Egyptian**
- **Marital Status: Married**
- **Iqama Status: Transferable**

Languages

- **English: Fluent (Writing & Speaking)**
 - **Arabic: Fluent (Writing & Speaking)**
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