

# ATIF ABDUL GAYOUM MAHJOUB

Sales & Service  
Engineer

## Contact

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## Skills

Team working ability



Willingness to learn and grow



Strong written and verbal communication skills in English



Experience in Industrial Utilities & Plants



To seek and maintain full-time position that offers professional challenges utilizing interpersonal skills, excellent time management and problem-solving skills.

Experienced Sales & Service Engineer with over 20 years of experience in Water Treatment. Excellent reputation for resolving problems and improving customer satisfaction.

## Work History

01-2025 - Present      Sales Manager - Water Treatment Section at Altaleb Group

2023-06 -      Sales Supervisor

to 12-2024

**NAQI Water Co.**

- Coordinated and managed 2 sales teams to ensure that the company's revenue goals were always met,
- Identified and communicated with potential customers and developed and implemented new sales strategies and plans.
- Review and analyze market trends and recruited and trained new sales personnel

2004-04 to 03 - 2023      Sales and Services Engineer

**Water Projects Saudi Arabia Ltd. Co, Riyadh**

- 1) Achieve annual sales / margin targets of Chemicals, equipment and Projects.
- Plants sales, generate new business and ensure growth of WPSA products and services to our customers and prospect accounts by analyzing and meeting customers' needs, developing and implementing sales plans, selling products and providing customer support
- 2) Review enquiry specifications, carries out site surveys, field / laboratory analyses and interview clients to ensure needs are clearly understood, analyze customer needs, requirements, and strategic plans recommending solutions with WPSA programs
- 3) Prepare proposals (in association with Inside Sales personnel), dosage rates and mode of application of products referring to Technical Support and relevant manuals for guidance particularly where new products or programs are required
- 4) Review proposals prior to issuing to the client, follow up and revise the proposal as necessary to meet the client's needs
- 5) Receive and review the clients orders ensuring it is in

accordance with the proposal and that the client needs are achievable

- 6) Prepare and submit sales invoices and follow up collection with customers' accounts dept.
- **Objectives:**
- Present and sell company products and services to current and potential clients
- Prepare action plans and schedules to identify specific targets and to project the number of contacts to be made
- Identify sales prospects and contact these and other accounts as assigned
- Develop and maintain sales materials and current product knowledge
- Establish and maintain current client and potential client relationships
- Prepare paperwork to activate and maintain contract services
- Identify and resolve client concerns
- Prepare a variety of status reports, including activity, closings, follow-up, and adherence to goals
- Communicate new product and service opportunities, special developments, information, or feedback gathered through field activity to appropriate company staff
- Coordinate company staff to accomplish the work required to close sales
- Develop and implement special sales activities to reduce stock
- More Expertise Gained in Water Projects Saudi Arabia Ltd.
- Applying chemical cleaning programs of Reverse Osmosis Plants, Chillers, Cooling towers, and Boilers Plants
- Following up customers regarding sales and services after sale
- Holding up more than 40 to 50 customers (such as Al-marai Co.), getting their inquiries, purchase requests, giving sales quotations proposals and following up for purchase orders, doing job request for company technical manager with processing request to start manufacturing, assemble the plant required, then delivery to the customer and installation of the plant

with commissioning and operation

- Good experience in water treatment chemicals (Waste water, R.O Plants, Chillers, Boilers, Condensers, Water Softeners, Ion Exchange Plants, Glycols, Cooling Towers, Swimming Pools, De-Ionizers) Chemicals: Corrosion Inhibitors, Scale Inhibitors
- Collecting samples from the sites and visiting different plants to adjust the quality of produced water
- Training programs for the water plants operators
- Operating of chemical dosing systems (in Al-Marai Dairy Co.) using chemical dosing pumps and chemical tanks which are controlled by control panel for chemical dosing timing and dosing rates
- Applying chemical cleaning programs if needed
- Disinfection of water distribution systems and reservoirs in accordance with AWWA – C 601

2003-06 -  
2004-03

### **Sales Coordinator**

#### **Wabra Trading Est, Khobar**

- As Computer bilingual typing, following up sales operations, Preparing daily, weekly & monthly sales reports,
- Answering telephonic inquiries concerning sales activities and explaining about how water treatment systems work, Making initiative water analysis for feed water (pH, TDS, Total Hardness and prepare quotations for customers.

1998-04 -  
2000-12

### **Sales Coordinator**

#### **Al-Baraka Water Company, Jeddah**

## **Education**

1992-02 -  
1996-11

### **Bachelor of Chemical Engineering**

*University of Khartoum - Khartoum - Sudan*

1992-01 -  
1993-01

### **Scientific English Diploma**

*University of Khartoum - Khartoum - Sudan*

1997-01 -  
1997-04

### **Intermediate Diploma: Computer Application Management**

*Leader Institute - Khartoum - Sudan*