

CONTACT

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CORE COMPETENCIES

Business Development

Key Account Acquisition & Retention

Strategic Sales and Marketing Campaigns

Revenue Growth

High Level of Integrity and Team Spirit

Budgeting, Forecasting and Planning

Prospecting and Lead Generation

Cross-Functional Team Leadership

Customer Relationship Management

Complex Negotiations

Market & Competitive Analysis

Business Process Improvement

Project Planning & Management

Pipeline/Funnel Management

Presentations & Proposal

Sales Closing

PROFILE SUMMARY

Top-performing Sales Manager with a 7 years proven career track of delivering top-ranking individual and team sales performance throughout market territories. Talented team builder who successfully develops sales force through hands-on leadership, clearly defined goals, and consistent follow-up. Recognized companywide for excellence in building long-term partnerships throughout all client and corporate levels, and for creating simple and effective tools to streamline processes, drive best practices, and exceed all goals in service, sales, and profit.

HIGHLIGHTS & QUALITIES

- Drives strong and sustainable financial gains by leveraging corporate potential, enhancing top-notch marketing solutions and innovative branding strategies
- Passionate about enhancing sales and customer experience with direct impact on business
- Well-versed in identifying market trends and client needs to create targeted marketing initiatives for digital & traditional campaigns
- Strong leadership skills to establish and mentor high performing sales teams, implement new policies, improve performance and morale

PROFESSIONAL EXPERIENCE

ZAIN GROUP(Food & Beverages)

ARIA SALES MANAGAR (2018- until now.)

1. Establish and maintain contact with key distributor and operator personnel in all key departments: purchasing, sales, logistics, bid department, national accounts department, and marketing.
2. Train and work on a cooperative basis with distributor sales organizations.
3. Meet or exceed profit objectives, volume quotas, and targets for Beverage products in my geography.
4. Maximize profitable beverage category sales opportunities through the effective use of national/regional/local programs, marketing promotions, sales aids, and major distributor/operator meetings.
5. Identify operators and develop plans for new sales in accordance with operator call guidelines (i.e. value selling, profitability, volume, and strategic importance).
6. Make sound customer business decisions based on customer opportunity, profitability, and volume resulting in profitable growth for Beverage.
7. Call on existing Operators to maintain our beverage business and relationship.
8. Effectively manage and maximize beverage equipment placements and thru-put to maximize ROI.
9. Effectively collaborate with beverage equipment/service team.
10. Execute plans and programs to achieve maximum sales volume and operating profit objectives while controlling costs and operating within budget.
11. Identify and make recommendations concerning changes in market, industry and/or competitive situations that offer the opportunity for profitable growth.

▪ **Gulf Arabs Travel & Tours-** Malaysia/ Kuala Lumpur

Marketing Executive | 2016 - 2018|

- Executed marketing strategies to accelerate branding awareness and achieve sales targets
- Created specialized market analyses based on client needs and goals.
- Coordinated processes between booking administrator and customers regarding company client requirements and satisfaction.
- Answered client inquiries, checked on their feedback, resolved complaints and followed up with clients during and after their stay.
- Presented sales reports and feedback from customers.
- Conducted team meetings where issues of performance were mutually discussed.
- Oversaw the production of all marketing materials, including printed documents, media advertising spots, website content, and social media accounts.

EDUCATION & CERTIFICATIONS

Master Business Administration (2017)

International University of
Malaya-Wales

Bachelor Business Administration (2007)

Al Mansur University College

Business Solutions
Bridgestone Academy

Methods of Survey
Nokia Academy

LANGUAGES

Arabic: Mother Tongue

English: Read, Write, Speak &
Understand

ADDITIONAL SKILLS

Strong Communication

Multi-Tasking

Detail Oriented

Organization & Planning

Needs Assessment

Superior Time Management

Zntrak Company (Distributor of Bridgestone Tires) - Baghdad, Wasit & Dyalaa

Manage the relationship and ownership of a group of customers |2013 - 2015|

- Managed the relationship and ownership of a group of customers (portfolio of one or more of the following: Fleets, Wholesale, OEMs, Government), at geographical level, to meet sales objectives.
- Transformed commercial business objectives into successful customers' action plans and individual action plans in collaboration with sales management and marketing.
- Targeted and qualified customers/prospects (wholesalers, resellers, tire fitters, fleets, administrations) and optimized sales efforts in line with customers ambitions and company target.
- Managed and executed sales of Bridgestone tires, other related products and services with customers in line with the commercial policy.
- Ensured customer satisfaction and improved sales efficiency by applying the company's sales methods and tools: action plan, CRM, commercial policies and customer training.
- Planned and organized efficiently the day to day marketing activities including market tours, appointments, meetings, trainings, promotional activities, customer events, action plans, projects review, quotations follow-up, prescription, pricing, order intakes, contract forming, collaborative sales forecast, daily visit reports and weekly competition reports.
- Effectively collaborated with the Marketing Dept. and other depts. by providing them with customers, competition, copies/counterfeit and other market information, for the improvement of the marketing services, commercial policies, logistics, products and equipment's quality.

Second Step (NOKIA)- Baghdad

Retail Representative |2012 - 2013|

- Collected data on the base point of sale of mobile phones in Baghdad, refined in detail and submitted them to the company's server.
- Made weekly visits to selected stores and provided them with advertising materials.
- Collected data on competing products and reported on the level of sales of Nokia products in comparison with the level of sales of goods competition.
- Created weekly feedback report on daily visits using pictures and reports to generate proposals which are based tracking of sales and customer metrics gathered during the week.
- Built and maintained rapport with store personnel to effectively meet company objectives.

Al- Manezil Al-Saeed Company for Electronics - Panasonic Electronics Distributor - South of Iraq

Area Sales Manager |2011 - 2013|

- Developed sales and marketing strategies to drive sales growth in the Iraq market.
- Achieved sales targeted goals through demonstrated abilities in enhancing business volumes, increasing brand awareness and brand visibility.
- Managed an efficient distribution network to improve sales performance by travelling within the country, especially in south of Iraq, and reporting to the head office.
- Increased sales by creating numerous initiatives to highlight successes including monthly recognition, weekly sales calls and quarterly all-leadership meetings.
- Guided the dealer about the direct delivery routes ,
- Maintained relationship with existing customers and evaluated customer complaints for satisfaction and repeat business.
- Discovered new export markets and clients and developed business volume with actual clients.
- Periodically prepared forecasts in regards to the market and clients.
- Followed up client receivables and visited clients periodically.
- Supported product development based on feedbacks gathered from the market and clients.