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**Mohammad Al Arif**

**Nationality:** Egyptian

**DOB:** 17-08-1966

**Marital Status:** Married

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**Career Objectives:**

To find a challenging position to meet my competencies, capabilities, skills, and experience, seeking a position within a company that will allow me to utilize and enhance my skills to provide an opportunity for advancement.

Looking for a professional cooperation culture in which I can present my marketing and sales skills and offer ultimate dedication.

**Qualifications:**

With 25 years in depth knowledge of Automobiles and Management New & Used cars Sales, handling business plan, forecast and vehicles ordering, follow up car inspection in workshop, car pricing and estimation and reporting on general conditions for all types of cars.

**Skills:**

* Well-organized and efficient.
* Self-motivated, assertive, quick earning of new procedures and methods.
* Professional demeanor.
* Dependable – can work without supervision; able to follow directions, both oral and written.
* Able to work under pressure and meet deadlines.
* Over 25 years of experience.
* Knowledge on sales function within organizations
* Market segmentation and targeting.
* Territory planning and management.
* Forecasting.
* Sales automation.
* Sales leader competencies.
* Motivation & recognition.

**Computer Skills:**

* Word, Excel, Power Point, Outlook, Open Office.
* Business correspondence writing letters and memos, editing for content.
* Able to learn new software applications.

**Work Experience:**

**The Egyptian Automotive Trade Company**

**Toyota-Nissan-SsangYong**

**Sales Manager 2016 – Current Work**

•To plan and implement strategies to achieve sales,

•Market share and profitability objectives in a highly competitive and dynamic business environment.

•Managing a large team. Exposure to automotive industry is desired though not essential GCC experience useful. Automotive, marketing, sales, strategies

•Monitors and ensures adherence to the branch sales process and documentation to ensure customer satisfaction

• Maintains a prospecting system to ensure additional business and contribute to the achievement of sales targets

• Tracks the leads generated by the sales team to ensure that customers are pursued to close the deal

• Handles customer requests for any discounts to ensure discounts given are within the authorized limits as per company policy

•implements any initiatives undertaken by the Marketing Department in coordination with the Sales Manager to maintain the visual identity (VI) of the showroom

• Monitors and ensures that the delivery process requirements are met in order to ensure customer satisfaction

•Monitors and reviews sales performance versus the set targets and provides support to the sales team (i.e. assist them in closing difficult sales deals) in order to ensure its achievement

• Handling the fleet sales in his area and bringing leads to his sales team and to help achieving the branch target

•In charge of evaluating and inspecting used cars to ensure that it is presented in a professional manner without any faults.

•The evaluation of each used car was under my supervision, as well as the price.

•Searching for new agencies across the GCC to purchase cars from to support the Used Cars department in the company.

**ALGHANIM HONDA (KUWAIT)**

**Assistant Showroom Manager 2014 - 2016**

• Lead the products delivery and drive culture of activity planning with customers, tracking and delivering as per internal policies & procedures;

• Improve sales and profitability through increased customers network and/or volume throughput;

• Organize efforts and daily activities in order to achieve the set targets for the designated area and update the Assistant Sales Manager about day to day transactions;

• roved sales status reports (daily, weekly, monthly) as may be required by the Sales Manager to ensure necessary actions are taken;

• Work with the customer to establish a common set of goals and objectives linked to the account plan with a focus on value creation, mutual ownership and execution;

• Arrange preparation of quotations & correspondence for all incoming inquiries for the set customers;

• Keep abreast with product information, features, market/competitor information in order to provide the necessary information to customers and aid them in their buying decisions;

**Al Babtian Co (NISSAN & INFINITY) Dealer in Kuwait**

**Showroom Manager 2012 - 2014**

* Lead the products delivery and drive culture of activity planning with customers, tracking and delivering as per internal policies & procedures;
* Improve sales and profitability through increased customers network and/or volume throughput;
* Organize efforts and daily activities in order to achieve the set targets for the designated area and update the Assistant Sales Manager about day to day transactions;
* Provide sales status reports (daily, weekly, monthly) as may be required by the Sales Manager to ensure necessary actions are taken;
* Work with the customer to establish a common set of goals and objectives linked to the account plan with a focus on value creation, mutual ownership and execution;
* Arrange preparation of quotations & correspondence for all incoming inquiries for the set customers;
* Keep abreast with product information, features, market/competitor information in order to provide the necessary information to customers and aid them in their buying decisions;

**Al Zayani (JAGUAR) – Kuwait**

**Pre Owned Sales Manager 2001- 2012**

* To plan and implement strategies to achieve sales,
* Market share and profitability objectives in a highly competitive and dynamic business environment.
* Managing a large team. Exposure to automotive industry is desired though not essential GCC experience useful. Automotive, marketing, sales, strategies
* Monitors and ensures adherence to the branch sales process and documentation to ensure customer satisfaction
* Maintains a prospecting system to ensure additional business and contribute to the achievement of sales targets
* Tracks the leads generated by the sales team to ensure that customers are pursued to close the deal
* Handles customer requests for any discounts to ensure discounts given are within the authorized limits as per company policy
* implements any initiatives undertaken by the Marketing Department in coordination with the Sales Manager to maintain the visual identity (VI) of the showroom
* Monitors and ensures that the delivery process requirements are met in order to ensure customer satisfaction
* Monitors and reviews sales performance versus the set targets and provides support to the sales team (i.e. assist them in closing difficult sales deals) in order to ensure its achievement
* Handling the fleet sales in his area and bringing leads to his sales team and to help achieving the branch target

**Al-Futtaim (TOYOTA -LEXUS) – Dubai**

**Sales Executive 1998 - 2001**

* Handling the Account of H/H Sheikh Mohammed Bin Rashid AL Maktoom
* Lead the products delivery and drive culture of activity planning with customers, tracking and delivering as per internal policies & procedures;
* Improve sales and profitability through increased customers network and/or volume throughput;
* Organize efforts and daily activities in order to achieve the set targets for the designated area and update the Assistant Sales Manager about day to day transactions;
* Provide sales status reports (daily, weekly, monthly) as may be required by the Sales Manager to ensure necessary actions are taken;
* Work with the customer to establish a common set of goals and objectives linked to the account plan with a focus on value creation, mutual ownership and execution;
* Arrange preparation of quotations & correspondence for all incoming inquiries for the set customers;
* Keep abreast with product information, features, market/competitor information in order to provide the necessary information to customers and aid them in their buying decisions;
* Provide feedback to Assistant Sales Manager on market conditions, competitive products, policies, distribution activities, advertising initiatives, etc., that will aid decisions on sales strategies for his area.

**Be hasa Trading and Development Co. Dubai**

**(Sang Young)**

**Sales Manager 1995 - 1998**

* Monitor sales process identification of prospect
* Final closer of sales and quality of sales documentation
* Deal with critical problems, major customer complaints or issues that may be escalated and ensure prompt action or decisions for timely resolution
* Providing full service to the customers, bank financing
* Follow up with sales personnel
* Insurance, used cars estimation
* Reporting to the General Manager
* Lead the products delivery and drive culture of activity planning with customers, tracking and delivering as per internal policies & procedures;
* Improve sales and profitability through increased customers network and/or volume throughput;
* Organize efforts and daily activities in order to achieve the set targets for the designated area and update the Assistant Sales Manager about day to day transactions;
* Provide sales status reports (daily, weekly, monthly) as may be required by the Sales Manager to ensure necessary actions are taken;
* Work with the customer to establish a common set of goals and objectives linked to the account plan with a focus on value creation, mutual ownership and execution;
* Arrange preparation of quotations & correspondence for all incoming inquiries for the set customers;
* Keep abreast with product information, features, market/competitor information in order to provide the necessary information to customers and aid them in their buying decisions;
* Provide feedback to Assistant Sales Manager on market conditions, competitive products, policies, distribution activities, advertising initiatives, etc., that will aid decisions on sales strategies for his area.

**Jumaa Al Masjid (HYUNDAI)-Dubai**

**Sales Executive 1991-1995**

* Final closer of sales and quality of sales documentation
* Deal with critical problems, major customer complaints or issues that may be escalated and ensure prompt action or decisions for timely resolution
* Providing full service to the customers, bank financing
* Follow up with sales personnel
* Insurance, used cars

**JAGUAR/ LAND ROVER**,

Programme updates and enhancements **Conference October 2009**

**JAGUAR Select Program 2010**

* Jaguar Select Programmed
* Dealer Standards
* Pre-sales inspection requirements
* What is the Jaguar select customer commitment?
* Jaguar select vehicle pre-sales preparation
* Warranty
* Corporate identity
* Logo
* Type
* Motif
* Imagery
* Website
* Point of sale and standards of dealership presentation
* Jaguar Select dealer marketing materials
* Financial support

**Diploma**

**Kuwait Automobile&Trading.co (JAGUAR)**

* Product knowledge
* Sales
* Communicating
* Prospecting
* Identity Standards
* Information systems
* Finance
* Customer Relationship management
* Communicating
* Product Knowledge
* Sales Negotiation -17/6/2005
* Order Tracking & Delivery Preparations
* Vehicle Handover and Follow up
* Performance Management
* Sales Planning tool

***Customer relationship management CRM***

**ment (CRM)** is a widely implemented strategy for managing a company’s interactions with [customers](http://en.wikipedia.org/wiki/Customers), clients and sales prospects. It involves using technology to organize, automate, and synchronize business processes—principally [sales](http://en.wikipedia.org/wiki/Sales) activities, but also those for [marketing](http://en.wikipedia.org/wiki/Marketing), [customer service](http://en.wikipedia.org/wiki/Customer_service), and [technical support](http://en.wikipedia.org/wiki/Technical_support).

The overall goals are to find, attract, and win new clients, nurture and retain those the company already has, entice former clients back into the fold, and reduce the costs of marketing and client service

Customer relationship management describes a company-wide business strategy including customer-interface departments as well as other departments.

Measuring and valuing customer relationships is critical to implementing this strategy.

**Education**

**Ain Shams University Cairo- Egypt**

Philosophy and Psychology

**Al Saadiya High School Cairo-Egypt**

High School Degree

**References will be furnished Upon Request.**