

Specialist in Export, International Sales & Marketing

Bilhel Zigh



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Excellent communicator with strong negotiation skills, great problem solving abilities and an intense, responsive aptitude for relationship and account management. Great sense of finding new opportunities and combining various skills in order to create new business relationships. Building on interesting strategies, developing long term business agreements by searching the most reliable and progressive business solutions.

WORK EXPERIENCE

2014

Sales and marketing department manager

ACplus group AZH area Rhône-Alpes, France

Electrical and electronic engineering, <http://www.azh.fr>

Technical Sales Representative

- ACplus is specialised in the manufacturing of Printed Circuit Board since twenty-three years old however the company has been losing money over the past few years that was mostly due to strong international competitor.

IMPLEMENTATION

- Redefine the target market covering the France and borderline country such as Switzerland, Belgium, Spain, Italy and Romania. Nonetheless our strategic focus on the market specific market with a French label such as Railway, medical, military and industry.
- Organisation of the Customer Relationship Management ([Salesforce](#)). In the first place, the implementation of the PARETO principle and the ABC method. The customer's portfolio contains at least 3000 customers and prospects however our top 50 clients deserves special attention because it represent more than 80% of the turnover. Then, optimisation of the CRM with the installation of several app such as the road map for improving the efficiency of the travel and reducing the cost and different types of reports in order to follow up monthly and annually the objective.
- Creation and responsible of the marketing department. Prepare monthly a new mailing campaign about the know-how and the different improvement such as the new qualification.
- Creation of the leaflet, technical specifications sheet, template email, signature.

MISSION

- Continually coaches the sales team to bring discipline into the selling process and to ensure that the team always engaged, effective and productive staff.
- Motivates the team by resolving conflicts, removing barriers and providing positive recognition and feedback to achieve and surpass targets.
- Identifying Customer Expectations, negotiates and closes the sale and maintains a satisfactory post-sales relationship with customers.
- Prepare sales quotations in line with the company pricing policy and suggest improvements whenever the opportunity arises.
- Ensure opportunity pipeline and sales forecasts are accurate and up to date.
- Accountable for the on-time payment of invoices, taking actions at contract negotiation.
- Organise business travel as well as the follow-up visits and report weekly about your sales activities and the status of the pending projects.
- Report all relevant market information collected during your sales meetings regarding competition, projects and prices.
- Develop relationships with new and existing customers and provide technical information with regards to printed circuit board related products and services.

Key points:

- ✓ Sales responsibility in excess of Euros 2.1 million
- ✓ Building customer loyalty
- ✓ **2014** : +120K€ annual turnover
- ✓ Framework contract with THALES 100k€/year
- ✓ **February 2015** : Automotive market 100k€/year
- ✓ **November 2015** : Railway market 75k€/year
- ✓ **2016** : +15% turnover
- ✓ **January 2016** : Medical market 80k€/year
- ✓ **July 2016** : Italy and Romania market 120k€/year
- ✓ **November 2016**: Railway approval by Wabtec 200k€/year

Securelec Socem area Nord-Pas-De-Calais, France

Electrical and electronic engineering, <http://www.securelecsocem.com>

Export Sales Assistant

- Creation of the target market covering the entire European territory and the north of Africa. The target market is made of highly diverse domains of activities such as Rail, Offshore, Renewable energy, Services.
- Creation and day-to-day management of the [Securelec Socem](http://www.securelecsocem.com) website with the integration of technical data such as product, business sector, news, etc.
- Internationalisation and strengthening of the business tools with the creation and translation in several languages of the leaflet, website, technical specifications sheet, letter, template email, PowerPoint.
- Manage the necessary documentation and handle the Customer relationship management with the updating of the information regarding the client, proposal.
- Manage the project and participation in the international exhibition dedicated to rail and metro technology.
- Prepare RFQs, RFPs, correspond with vendors, prepare bids for different kinds of customers such as Offshore, Rail or Industrial and negotiate contracts for sales or renew.
- Manage several major construction projects such as [LGV SEA](#) and EDF ([Thermal power plant](#)) but also many major companies such as SNCB or SNCF (Improvement: SNCF and Railway certification).

Key points:

- ✓ Railway market: +200K€ annual turnover (SNCF and SNCB)
- ✓ Negotiation skills
- ✓ Communication skills
- ✓ Influencing skills
- ✓ Strong technical knowledge

First Choice Group at Toronto, Canada.

Oilfield supplier, <http://www.firstchoicecanada.ca>

Business Developer

- Manage the necessary documentation and online forms for the efficient, cost-effective and lawful execution of all import/export activities.
- Prepare RFQs, RFPs, correspond with vendors, prepare bids for oil company tenders, Canadian/US Federal Government tenders etc.
- Communicate with export and import and related authorities, customers and suppliers, in all relevant territories and countries, as necessary to ensure efficient, positive and lawful relations, support and activities.
- Negotiate contracts for sales/purchases and manage renew, review contracts as required to enable effective trading, operations and customer/supplier relations.

Key points:

- ✓ Technical knowledge
- ✓ Negotiation skills
- ✓ English skills

COFELY INEO GDF-SUEZ at Noyelles Godault, France

Electrical and electronic engineering, <http://www.cofelyineo-gdfsuez.com/en>

Technical Sales Assistant

- As a major player in electrical engineering, information and communications systems, and related services Cofely-Ineo provides its public and private customers with overall solutions from design right through to maintenance.
- Manage the necessary documentation and handle the Customer relationship management with the updating of the information regarding the client, proposal.
- Attend business meeting and participate in technical seminars.
- Manage several major construction projects such as modular building in Versailles, restoration of School for the Handicapped persons in Toulouse and the nuclear power plant in Flamanville.
- Understands and explains customers' technical requirements and expectations.

Key points:

- ✓ Strong technical knowledge
- ✓ Negotiation skills
- ✓ Communication skills
- ✓ Influencing skills

2013 Bachelor International Industrial Sales and marketing (DBS-ESVII)

- **International Business Strategy**
Strategic Marketing & Business Development
Marketing Communication (E-commerce-CRM-Direct marketing)
- **International Sales**
Sales techniques and Sales negotiations
Intercultural Negotiation
Purchasing
- **International Management**
Communication & Creativity
International Project Management
- **International Operations**
International Trade Techniques
International law

2010 BTEC Higher National Diploma in Electrical and electronic engineering (BTS)

- **Electronic and electro-technical engineering**
Electrical and electronic Principles
Business improvement Techniques
Electrical power
Programmable Logic Controllers

2007 A-levels in Electrical and electronic engineering (Baccalaureate Electrotechnique)

- **Electronic and Electro-technical Engineering**
Electrical and Electronic Principles
History of electrical engineering



Computer hardware skills Windows // Linux (Perform)

Computer / I.T skills Word, Excel, PowerPoint, PAO, DAO, Outlook, CRM

Linguistic



English: Fluent



French: Mother tongue



Spanish: intermediate



Arabic: Basic



Full driving license and car owner

Communication skills

- The ability to speak appropriately with a wide variety of people whilst maintaining good eye contact.
- Empathic listener and persuasive speaker
- Speaking in public, to groups, or via electronic media
- Excellent presentation and negotiation skills

Organisational / managerial skills

- Natural leadership capacity based on competence and the will of making people progression High adaptation faculties and easy change management.
- Enjoy working as a team member (team spirit)as well as independently
- Open mind, pragmatism, capacity of analyse but also synthetic mind
- Very high motivation, perseverance and high resistance to the stress (high resilient capacity)
- Always in search of efficiency via organisation and tools.

Job-related skills

- Teaching or explaining in detail to individuals and groups
- Giving advice to, encouraging or stimulating individual
- Help people learn about and treat their problems, working with individuals and groups
- Helping people network or make contact with each other
- Demonstrating, presenting concepts, ideas or things to individuals and groups
- Participating in sports or games, physical activities, with individuals and groups
- Innovating, initiating, founding or pioneering skills while working with individuals and groups.
- Being a leader, Capt. or manager in sports or recreational pursuits with groups
- Searching out, looking up, researching, delving into or going through information
- Producing, creating, formulating or devising original ideas or concepts
- Collating or compiling information by examining or monitoring things

Miscellaneous

Play handball at the ASHB Carvin (Since 21 years), coach and referee (Since 5 years)

Reading Bernard Werber, Dan Brown, Gary Taubes, Nelson Mandela, Reid Hoffman, Electronic Mag,

Electric press, International press, Management mag

Association Daouda KARABOUE DK Coeur d’afrique

References

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