

# Ahmed Samir EL Bahrawey

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Egyptian | Date of Birth: 20-9-1986 |

## SUMMARY

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I am a dedicated sales area manager with 10 years adept knowledge in sales field and ensuring ongoing improvement of customer service standards within assigned region. Skilled at driving key performance indicators and sales to achieve targets. I am a work in progress, very teachable, eager for continuous professional growth, energetic, enthusiastic, motivated, adaptable and responsible person who enjoys a challenge and achieving personal goals, and I am capable of working under pressure. I have a clear, logical mind with a practical approach to problem solving. I enjoy working on my own initiative or in a team. In short, I am reliable, trustworthy, hardworking. I am looking for a good organization which values and appreciates teamwork, innovation, and resilience.

## SKILLS AND COMPETENCIES

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- Forecasting sales and creating reports.
- Follow up return on investment formula(ROI)
- Time management
- Creating sales plans and processes
- ICDL Certificate
- Team management skills
- Team Player : Enjoys sharing knowledge and encouraging development of others to achieve specific team goal
- Training and coaching
- Administrative and supervisory skills
- English courses (IBI institute)
- Problem solving : Resolves in-depth queries in a methodical manner independently
- Microsoft office
- Communication : Both verbal and written communication abilities . Being able to convey intended meaning that can be understood by others to instill thoughts that result in desired responses or actions

## PROFESSIONAL EXPERIENCE

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### Sales Area Manager( FMCG ) | June. 2022 till now. United Concentrates Industry

- Planning the sales activity, which includes participating in setting targets and drawing sales policies within the organization
- Organizing sales activities, which includes organizing sales efforts through developing an effective organizational structure of sales representatives and supervisors, and defining tasks for each one
- Supervising and directing sales men's efforts properly to achieve targets efficiently.
- Execution the sales activities that identified in the strategic plan for sales and marketing policies
- Spearheaded successful sales scheme to achieve best results.
- Exceeded sales forecast figure through superior customer care.
- Coordinating sales activities with other departments such as purchases, inventories and production
- locating the sales areas, define the paths of the salesmen, receive reports on the sales activity, evaluate the results reached, and Take appropriate corrective steps to improve and develop performance
- Participate in the selection and employment of salesmen in terms of analyzing and describing the work, and placing the required qualifications
- Motivating salesmen by identifying different motivational methods and constantly searching for rewards that motivate salesmen's efforts and increase their efficiency
- Evaluation of salesmen's efforts to reach a logical judgment on salesmen's performance
- Studying the market share of the company and competitors, and following up on competitors' conditions and strategies
- Work to raise the market share by increasing the volume and development of the company's sales
- Participate in negotiations with agents and distributors
- Locating the sales areas to benefit from the largest number of customers
- Submit detailed periodic reports on marketing achievements and problems, obstacles facing the department and proposals for solutions to senior management

### Unite Manager( FMCG ) | April. 2020 – May. 2022 | United Concentrates Industry

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- Organizing sales activities, which includes organizing sales efforts through developing an effective organizational structure of sales, marketing and distribution representatives and supervisors, and defining tasks for each one in the sales department
- Execution the sales activities identified in the strategic plan for sales and marketing policies
- Supervising the efforts of the salesmen to direct them properly
- Monitoring and evaluation of sales activities
- Establishing a database on markets, competitors, geographical regions and their distributions
- Supervising the execution of direct marketing programmes
- Constant search for new clients, communicate with them and keep strong relationships with them
- Effectively plan, organize, follow up and direct sales operations and sales staff
- Lead, motivate and direct sales staff
- Prepare periodic and annual reports
- Communication, negotiation, problem solving and crisis management
- Planning areas and sales paths
- Managing sales meetings effectively
- Directing greater attention to and focusing on major customers (strategic customers)

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**Sales Supervisor ( FMCG ) | January 2016 – March. 2020 Sakr Group for international investment**

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- Distribute tasks to representatives and salesmen
- Discuss targets periodically and develop appropriate strategies to achieve the goals
- Developing employees' skills, motivating and encouraging the work team, providing suggestions and directives to reach the organization's target and gaining customers' trust
- Communicate with existing clients and work to attract new clients to the organization
- Promote new products to existing and potential customers
- Updating information about products and delivering them to customers
- Presenting products to customers, product specifications, providing samples to potential customers to gain their trust, organizing product promotions, and using appropriate display methods
- Continuous updating of traffic line customers, following up daily reports from the market, analyzing them, and sending them to the administration
- Analyzing competitors and monitoring and following up on market performance
- Achieving sales fundamentals targets, monthly target and annual sales target
- Follow up on delivery actions, place orders, and solve customer problems
- Ensure that invoices are collected and dues are paid on time
- Preparing and submitting performance and sales reports
- Commitment to the company's policy

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**Outdoor Whole Sales Representative ( FMCG ) | January. 2013 – December. 2015 Sakr Group for international investment**

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- Promoting the company's products and convincing customers of them
- Serving existing key accounts, Senior clients, following up on orders ,receiving orders and Dealing with customers regularly
- Maintaining excellent relationship with clients
- Customer Segmentation
- Opening new accounts and delivering sales presentations to potential clients
- Preparing a monthly sales plan and working to achieve targets set in plan
- Organizing daily and weekly work schedules to meet set sales targets.
- Preparing sales reports indicating the performance of various outlets and SKUs and recommendation.
- Full coverage of all customers in the geographical area.
- Follow up the balances of the client's stores
- Collecting deposits and balance of payments from clients and follow up on the credit limit for customers.
- Introducing new products to customers and communicating with potential new customers to increase distribution.
- Monitoring the store balances daily to see the available balances for sale.

- Keeping sales records for all clients.

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**Retail Salesperson | October 2010 – December.****2012 Arma for Soap and Detergents**

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- Attend the daily meeting with the direct manager and set daily goals.
- Organizing the geographical area specified for him in the form of daily itineraries with the direct manager Peer and group training programs for communities.
- Review the contents of the car with the warehouse officials before leaving for the daily visits.
- Commitment to practicing the sales process in the specified geographical area
- Presenting and promoting the company's products on client sites in accordance with the company's policy
- scanning the sales area and identifying all potential customers to sell and display the company's products
- Presenting the company's products, showing the features of the products to customers, dealing with all customers in the region, and developing sales for all items
- Assists customers with purchase decisions
- Follow up on the customer's order and enter it into his company's selling system
- Follow-up of the movement of collection and debts
- Horizontal and vertical distribution on the customer's shelf
- Follow up the movement of products with customers and work on the speed of turnover to help customers to re-sell
- Following and executing the serial daily line with the highest efficiency regularly and in a timely manner for all clients with the itinerary and new clients targeted in the region.
- Recording and collecting invoices, delivering and displaying goods in the best way for all customers
- Prepare periodic sales reports as required
- Developing relationships with clients
- collecting information about competitors and products in the market to help develop marketing and sales strategies for the company

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**Financial and administrative accountant | September. 2009 – September 2010****Arma for Soap and Detergents**

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- Recording the items required by the sales representative, confirming the inventory, and uploading their indebtedness to the sale on ( SAP )
- Cost Plus system experience
- Follow-up the balances of the company's stores and the agent and follow-up the movement of incoming and outgoing and inventory movement
- Issuing an invoice for the items issued by the branch and handing it over to the storekeeper, and making sure that the goods are out after the representative has signed the receipt of the invoice
- Receiving daily cash sales invoices and following up the collection of deferred sales invoices during the month
- Reconciliation of invoices, supplies, and collections monthly, and making a monthly liquidation for sales representatives, customers, the branch, and warehouse balances
- Follow up the sales movement, review the prices that are sold, and review the returned prices
- Submitting daily, weekly and monthly reports on the sales and inventory movement in the branch
- Making Monthly and random matching inventory and making sure that they sell at the most recent prices.
- Making inventory records of expired goods to be destroyed.
- Follow up return on investment formula(ROI)

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**EDUCATION**

- **Bachelor of Commerce, Accounting Department | July. 2003 – September. 2009**  
Alexandria University,Damanhour branch, Egypt.

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**RELEVANT PD COURSES STUDIED**

- ICDL Certificate | Naval Academy 2009|Byte for Computer Science 2010
  - Advanced Excel |ITSL Academy 2017
  - English courses |completed C21 Conversation course|Scoring 80% (Very Good) | (IBI) 2010
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