

LOAY ADEL HANFFY



Personal information:

Nationality: Egyptian

Marital Status: Married

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DATA OF BIRTH: August 11th, 1978

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Objective:

I look forward to working in sales and with my passion and ability to work for long periods, I am confident that I will be able to increase the company's sales numbers in the local or global market.

Work Experience:

+ Area sales manager at Nippon for Paints – Egypt (Aug 2023-present)

- Managing, training, and providing overall guidance to the sales team of an assigned territory.
- Setting reasonable sales targets to be achieved by the sales team.
- Monitoring the performance of the sales team and motivating members to meet or exceed sales targets.
- Collecting customer feedback and providing updates to senior management.
- Traveling to potential and existing customers within an assigned sales area to present company offerings and build brand awareness.
- Utilizing outbound telephone calls, email communications, and face-to-face meetings with customers to close sales.
- Developing and sustaining long-term relationships with customers.
- Implementing a sales management process to assist the sales team in identifying and prioritizing key customers and prospects.

Regional Director at Sipes for Paints – Egypt (Aug 2012-Aug 2023)

Wholesales:

- Develop sales plans and the required percentage target.
- Analyze and forecast sales periodically
- Achieve individual sales target, net activation 100% (Quantitative).
- Enhance after-sales service and provide total customer satisfaction.
- Handle customer's inquiries and provide solutions to their problems.

Sales Supervisor at Sipes for Paints – Egypt (May 2010-2012)

Color Centers:

- Follow-up centers.
- Renovate the coloring centers.
- Add and open new coloring centers.
- Follow up the collection of the centers' debts.
- Follow up on customer complaints and work to resolve them.
- Follow up and coordinate with factories to make orders.
- Prepare reports including briefing, daily activity, closing sheet & follow up.
- Participate in the implementation of the market plan.

Sales Supervisor at Al-WataniaSteel, Qatar. (Aug 2004 –APR 2010)

- Oversee sales and achieve the objectives required for the team.
- Follow up the debts of customers to sales representatives.
- Increase demands on the company's products.
- Open new markets and increase the number of customers and sales.
- Follow-up customers.
- Market and sell new products of the company.
- Achieve the required targets and sales growth.

Sales Representative at Bin Laden Computer Group. (Jul 2001 – Aug 2004)

- Present the company's products.
- Collection of amounts owed to companies.

Education:

- Master of Business Administration (MBA) majoring in Marketing, Arab Academy for Science Technology & Maritime Transport, 2023
- Bachelor of Computer Science, Higher Institute of Optical Technology 2001

Language:

Arabic: Mother tongue

English: Good

Courses:

- V-tic selling technique
- Advanced selling skills training course
- ICDL (word, excel, power point, access)

Strengths and Skills:

- Ability to develop and implement successful strategies to increase sales and increase market share.
- Ability to communicate, negotiate with customers and achieve sales.
- Excellent leadership skill to lead the sales team and ensure the achievement of set targets.
- The ability to analyze data related to sales and customers and use this data in developing appropriate strategies to increase sales.
- Flexibility and creativity

Certificates and References:

Available upon request.

