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Career Summary:

Energized Regional Sales Manager with successful record of penetrating competitor territories and obtaining profitable business opportunities. Promotes exceptional work ethic and committed to finding effective solutions. Background managing regional sales force. Multi-faceted Regional Sales Manager promoting excellent record of meeting company-defined quotas through exceptional sales strategy. Mentors employees to develop top-performing team members. 20 years progressive career background combined with dedication to corporate growth and development. Driven Regional Sales Manager with track record of success in increasing revenue, improving operations efficiency and building high-performance team. Results-oriented problem solver and skilled leader. Self-directed and motivational style. Well-versed in establishing and improving regional sales plans to capitalize on market trends and customer desires. Exceptional leader, problem-solver and planner with expertise in Market and Products. Forward-thinking, hardworking and high-producing. Accomplished Regional Sales Manager versed in customer acquisitions, territory development and lead generation. Proficient at taking on tough territories in challenging markets and achieving dramatic results. Regional Manager with advanced leadership and program management abilities. Sales expert offering history of exceeding aggressive revenue goals. Highly motivated Regional Sales Manager with talent to drive team spirit and morale while promoting sales techniques and methods. Effective leader with pleasant personality and commitment to build successful teams. Motivated Regional Manager bringing extensive experience in strategic planning, market development and operations management. History of improving revenue and increasing supply chain efficiency to maximize profit. Successful in partnering with end-users to address product, pricing issues. Adept in implementing effective sales strategies for maintaining and growing assigned territories.

Core Competencies:

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|-------------------------------------|-------------------------|---------------------------------|
| ● Sales expertise | ● Territory Management | ● Profit and loss understanding |
| ● Sales initiatives and techniques | ● Goals and performance | ● Territory Management |
| ● Business development and planning | ● Trend Analysis | ● Revenue generation |
| ● Vendor management | ● Tactical planning | ● Network development |
| ● Database management | ● Recruiting and Hiring | ● Business administration |
| | | ● Operations management |
| | | ● Follow through ability |

Experience:

Regional Sales Manager | Fawry E-Payment Alexandria

(January 2022 Till Now)

Responsibilities include:

- Exceeded targets by building, directing and motivating high-performing sales team.
- Coached sales associates in product specifications, sales incentives and selling techniques, significantly increasing customer satisfaction ratings.
- Created robust sales plans and set territory quotas.
- Held regular performance evaluations to assess strengths and weaknesses of team members and provide counseling to improve outcomes
- Introduced cost-saving initiatives to reduce losses and increase profit margin.
- Participated in sales calls with direct reports to strengthen customer relationships and uncover possible opportunities for growth.
- Finalized sales contracts with high-value customers.
- Contacted key accounts regularly and achieved high satisfaction scores by routinely re-assessing needs and resolving conflicts.
- Developed sales strategy based on research of consumer buying trends and market conditions.
- Understood and capitalized on industry trends to shape and enhance value-added solutions and strategies for new

- Evaluated costs against expected market price points and set structures to achieve profit targets.
- Modeled strong negotiation skills to help team members close tough deals with lucrative clients.
- Effectively recruited and hired highly talented individuals bringing exceptional skills and expertise to sales team.
- Targeted prospects in other territories through careful research of competitor products, services and trends.
- Assessed each location's individual and team performances, analyzing data trends to determine best methods to improve sales results.
- Boosted market share by establishing sales and distribution channels, developing new products and solidifying sales partnerships.
- Met with each sales representative on monthly basis to answer questions, resolve issues and identify new strategies.
- Executed successful promotional events and trade shows.
- Collaborated with senior executives to evaluate performance in regional area and develop strategies to expand revenue generation.
- Achieved regional sales objectives by coordinating sales team, developing successful strategies and servicing accounts to strengthen business relationships.

Area Sales Manager | Fawry E-Payment Alexandria

(April 2018 - December 2021)

Responsibilities include:

- Collaborated with vendors and built effective partnerships devoted to capitalizing on emerging and sustainable sales opportunities.
- Open and operating more than 25 branches in Alexandria & Behira & Kafrelshekh and Marsa Matrouh.
- Established strong relationships with major accounts and key decision-makers to increase sales in designated territory.
- Hired, trained and managed sales staff and administered and implemented compensation plan to support area sales goals.
- Modeled strong negotiation skills to help team members close tough deals with lucrative clients.
- Formulated tactics and strategies to target new potential customers within prioritized markets.
- Created effective strategies to target new markets after researching and analyzing competitor behavior.
- Prepared sales presentations for clients showing success and credibility of products.
- Set and achieved sales targets for region.
- Led targeted training programs to educate staff on product benefits and service capabilities.
- Led sales region to increase sales and boost team morale.
- Analyzed sales data and kept up to date with market trends.
- Worked diligently to resolve unique and recurring complaints, promoting loyalty and enhancing operations.
- Coordinated and conducted well-organized product presentations and demonstrations to potential customers at seminars and trade shows.
- Introduced cost-saving initiatives to reduce losses and increase profit margin.
- Built lasting relationships with clients through outstanding customer service interactions.
- Forecasted sales and established processes to achieve sales objectives and related metrics.
- Introduced new products to meet customer demand and increase profits.
- Directed sales support staff in administrative tasks to help sales reps close deals.
- Reported sales activity, generated sales quotations and proposals and maintained customer contact database to achieve sales objectives and quota.
- Managed and motivated sales team to increase revenue.
- Exceeded targets by building, directing and motivating high-performing sales team.
- Developed sales strategy based on research of consumer buying trends and market conditions.
- Grew businesses by adopting market expansion strategy to serve different customer needs.
- Expanded market share by increasing sales to retailers.
- Executed proven strategies to hit sales quota and help company achieve goals.
- Attracted new clientele and developed customer relationships by hosting product-focused events.
- Evaluated costs against expected market price points and set structures to achieve profit targets.
- Developed innovative marketing campaigns to increase engagement with target demographic and drive brand exposure.
- Developed and implemented key account strategies and programs to optimize revenue contribution and return on investment.

- Collaborated with clients and distributors to create and promote new products.
- Helped team stay productive and focused on higher-value tasks to improve sales efficiency.
- Hired, mentored and motivated sales professionals to service customer accounts and target metrics.
- Increased revenue by productively directing time and resources to applicable areas and exceeding specific sales goals.
- Held meetings with director to identify techniques to overcome sales obstacles.
- Coached sales associates in product specifications, sales incentives and selling techniques, significantly increasing customer satisfaction ratings.

Area Sales Manager | Al Haddad Telecom, Jeddah, KSA

(October 2010 – December 2017)

Responsibilities included:

- Collaborated with vendors and built effective partnerships devoted to capitalizing on emerging and sustainable sales opportunities.
- Established strong relationships with major accounts and key decision-makers to increase sales in designated territory.
- Hired, trained and managed sales staff and administered and implemented compensation plan to support area sales goals.
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Retail Branch Manager | Ring Distribution Alexandria

(June 2009 - May 2010)

Responsibilities included:

- Boosted sales and customer loyalty through incentive program.
- Forecasted trends and recommended improvements based on financial risk analyses.
- Submitted loan applications to underwriter for verification and recommendation.
- Complied with regulatory guidelines and requirements.
- Evaluated project applications and verified with outline specifications to approve, reject and recommend adjustments.
- Assessed employee performance and developed improvement plans.
- Engaged employees in business processes with positive motivational techniques.
- Monitoring the actions taken by the call center concerning the customers of his branch in terms of seeking approvals, postponing the delivery dates, etc.
- Implemented service improvements to enhance sales cycle.
- Launched new training program to boost employee skills and staff retention rate.

Sales Supervisor | Ring Distribution Alexandria

(June 2006 - May 2009)

Responsibilities included:

- Oversaw employee performance, corrected problems and increased efficiency to maintain productivity targets.
- Strengthened merchandising and promotional strategies to drive customer engagement and boost sales.
- Created employee schedules to align coverage with forecasted demands.
- Effectively coached team members to reach weekly and monthly sales goals.
- Coached employees and trained on methods for handling various aspects of sales, complicated issues and difficult customers.
- Mentored team members to enhance professional development and accountability in workplace.
- Oversaw frequent store recoveries to keep sales floor organized and presentable.
- Developed sales strategies and established procedures for new employees.
- Offered hands-on assistance to customers, assessing needs and maintaining current knowledge of consumer preferences.
- Recruited and retained top talent, with focus on completing timely performance evaluations, providing positive feedback and rewarding superior performance.

Sales Representative | Radio Shack Alexandria

(September 2002 - May 2006)

Responsibilities included:

- Created professional sales presentations and seminars to effectively demonstrate product features and competitive advantages.
- Met with existing customers and prospects to discuss business needs and recommend optimal solutions.
- Developed and delivered engaging sales presentations to convey product benefits.
- Automated contact management system, resulting in better client organization and goal alignment.

Date / Place of Birth

20 September 1982

Alexandria, Egypt

Education:

B. Sc. (Tourism and Hotels)

(2004)

Alexandria University, Egypt.

High school

(2000)

Alexandria High School Hotel in Muharram Beak, Alexandria

Technical Skills:

- Microsoft Office
- Windows and IOS
- Adobe Photoshop

Languages:

Arabic: Native

English: Proficient