

MAHMOUD MUSTAFA ISMAIL

SENIOR SALES B2B & B2C TEAM LEADERSHIP POTENTIAL

Dammam Saudi Arabia
Eastern region

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SUMMARY

senior sales professional with experience in B2B, B2C, and B2R sales, particularly in retail. I have experience building a customer base, opening new markets, and using KPIs for myself and a CRM system and using sketchup and Autocad.

EDUCATION

Educational diploma | Beni Suef University.

2022 - 2023

Bachelor of Art | ElMinya University.

2018 - 2021

WORK EXPERIENCE

Sales B2B

BROOQ STONE for solid surface, porcelain and quartz - Dammam, Saudi Arabia

09/2025

- Present

Key Responsibilities:

- Opening new showrooms in (Dammam- Khobar- Al-Ahsa – Jabil).
- Taking kitchen measurements and drawing them on SketchUp and AutoCAD.
- Implementing the daily route and covering the region.
- Give market feedback to the supervisor and branch manager.
- Debt collection during the credit period and giving discounts.

Skills:

Strong understanding of Saudi market & customer behavior.

Experienced in the Eastern Region (Dammam – Khobar – Al-Ahsa – Jubail – QATIF – SAIHAT – ANAK).

use AutoCAD.

Use SketchUp.

Take measurements with great accuracy.

Dealing with different nationalities (Saudi, Yemeni, Bangladesh, Indian, Pakistani, Sudanese, Burmese, Syrian).

Sales B2B

08/2024 – 09/2025

BU-KHAMSEEN Kitchens and marble company – Dammam, Saudi Arabia

Key Responsibilities:

- Opening new showrooms in Dammam.
- Visit kitchen showrooms to view catalogs and prices.

Skills:

- Use pos -Take kitchen meters.

Retail Sales supervisor FMCG

06/2023 – 08/2024

Leader and foll Company - elminya, Egypt

Key Responsibilities:

- Search for wholesalers and distributors and Selling detergents in bulk.
- Open a customer account and choose a sales segment to deal with.

Skills:

- Negotiation.
- Collection handling.

Retail Sales Representative FMCG

Leader and foll Company - elminya, Beni Suef, Egypt

01/2018 – 05/2023

Key Responsibilities:

- Going down the line and passing by 30 customers every day and making more than 15 purchase invoices.
- Selling all company products to cleaning stores and supermarkets.

Skills:

- Objection handling.

CERTIFIED COURSES

- **Diploma in (communication skills - Psychological Selling)** Dr. Mustafa Nawarij. 2023
- **Marketing 3x1 is the most important thing to study in the MBA | Udemy |** Dr. Ehab Mesallum. 2025
- CAME Professional Salesman Certificate CAME – PSC (Certified by the American Institute SHRM) In 2027

Achievements

- (As a retail representative) Introducing more than 100 new customers, increasing the region's sales by 90%, and selling more items in the branch.
- (As a wholesale representative) Contracting with market brands for the first time for the company in Upper Egypt and increasing the sale of wholesale items.
- (as representative B2B in ksa) Introducing new customers to the company and increasing the collection rate up to 80%.

TECHNICAL SKILLS

- Good knowledge of **CRM (Customer relationship management)** systems.
- Good command of **MS Office Programs** (Word, Excel, PowerPoint).
- Good command of **ERB tools (sales force automation)** To record visits and requests.
- **Route palnning & territory management .**
- **Data entry and reporting.**
- **AutoCAD.**
- **SketchUp.**

SOFT SKILLS

- **Flexibility and adaptation.**
- **Professionalism in building relationships.**
- **Solve problems under pressure.**

SALES SKILLS

- **Active listening.**
- **Value based selling.**
- **Handling objections.**
- **Closing skills.**

PERSONAL DETAILS

- Date of Birth: 23/9/1997
- Marital status: single
- Military Service: Completed Jun 2021 – Jun 2022
- Languages: Arabic (Mother Tongue)
- English (Good B2) very good

REFERENCE

References are available upon request.