

ABDELHADY AHMED HASSAN - SALES CONSULTANT

Riyadh - Saudi Arabia ☐

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Personal Details

- Date of Birth : 19-11-1992
- Marital Status : Married
- Nationality : Egyptian
- Gender : Male
- Driving Licence : Yes

Objective

Experienced Sales and Marketing Executive Working in (FMCG), with passion and a positive attitude. (Traditional Trade - Modern Trade - Ecommerce - B2B - Wholesale) Sales and Merchandising. Skilled in Marketing Management, Brand Development, Customer satisfaction, customer needs estimation, Communication, worked for Phillip Morris international Middle East for 4 Years. Strong professional Sales and Marketing Executive with a Bachelor of Computer Sciences focused in Business Administration and Management, Generally from Al Alsun Institute in Cairo, who is looking for an opportunity to make a big difference in a business that moves forward. Possessing a track record of achievements and a proven ability to manage the marketing process to reduce lead time and cost wherever possible. Results driven and able to use initiative to develop effective solutions to Marketing management.

Education

- **Alalsun Institute in Cairo**
Bachelor's degree of Businesses administration
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2019

Areas Of Expertise

- Distribution - FMCG - Market segmentation
- SME - Retail - B2B
- Direct sales - HORECA - Food Services
- Logistics - Marketing

Experience

- Elite Trading Alliance (Elsaif Group) March, 2025 – until now

Sales Consultant

Husqvarna Construction-Organic products "B2B special diamond cutting concrete tools.

Highly motivated and results-oriented Sales Consultant with a proven track record in developing new sales strategies and building strong client relationships.

Skilled in negotiation, customer service, and analytical problem-solving.

Proficient in utilizing CRM software to optimize sales processes and drive business growth.

- Würth Saudi Arabia March, 2024 - present

Sales Consultant

Achieved and exceeded sales targets by building strong relationships with clients and their needs understanding

Provided expert advice on Würth's product range, including fasteners, tools, and inventory management solutions

Conducted product demonstrations and presentations to potential and existing clients

- **Sharkawy butchering company**

Jul 2022 - Dec 2023

Sales businesses development

Establishing business from scratch, developing a sales department with team of brilliant salesmen To cover the Great Cairo through 5 Areas (Central - Southern - Northern - Eastern - Western).

Inception for idea of transferring MEATS from BASIC commodity to PACKAGED PRODUCT and spread knowledge between clients As Sales Manager at Sharkawy Butchering Co., I was in charge of developing the Foodservice business with new and existing accounts. I was responsible for customer base and to ensure high customer satisfaction through products know-how, relationship building skills and perseverance in delivering the highest service. We started to deal in meat as product not as only basic good, we started packaging and new needed

services which succeeded in magnetizing Restaurants and start Selling and get PROFIT.

- Build and maintain purposeful relationship with the leads and customers is the Key of success, focusing on too many sales channels as Retailers, Super markets, HORECA and Food Services leads (Restaurants - Hotels - Catering - sports clubs)

- Visits existing and new customers to convert into sales opportunities by spreading knowledge of our products among chefs and executives.

- Processing orders for company products and services, expediting and coordinating flow of work within or between internal

departments, and reviewing agreements or proposed agreements for conformity to company rates, rules, and regulations.

- Identifying and successfully negotiate for contract with existing and potential customers; Increasing on- trade distribution and visibility for company's primary portfolio.
 - Maximizing customer profitability by leveraging company's portfolio.
 - Assesses customer needs and suggests appropriate products and services
 - Supports customers to solve their issues by giving demos Negotiate prices within limits of authority and concludes sales orders to meet targets Identifies, researches and contacts of prospective customers and builds positive relationships that will generate future sales and repeat business
 - Refers sales leads, customer feedback and information on competitor activity to appropriate contacts within the organization in order for it to respond to changing market conditions and customer demands
 - Develop and execute strategic plan to achieve sales targets and expand our partners base.
 - Follow up on customers' invoices payment and outstanding and make sure all customers paying on time.
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- Effectively communicate the value proposition through proposals and Professional presentations
 - Cultivate lasting Strong relationships with partners which repeat Sales and Goals.
 - Working on 3 indicators with Market (Open new Customers-Sales for Active Customers-Collections)
 - Working On 3 Indicators with PRODUCT (PRICE-SERVICE-QUALITY)

• **Sharkawy butchering company**

Jul 2020 - Dec 2022

Sales and Marketing executive

Advise existing and new customers about the company's product portfolio and provide culinary solution to customers
, Attend demonstrations and seek customer feedback about products and Understand customer's buying motives and provide appropriate solutions for customers

- Build and maintain purposeful relationship with the leads and customers is the Key of success.
- Develop trust relationships with a portfolio of major clients to ensure they do not turn to competition.
- Acquire a thorough understanding of top customer needs and requirements.
- Expand the relationships with the customers by continuously proposing solutions meet their objectives.
- Ensure the correct products and services are delivered to customers in a timely manner.
- Serve as the link of communication between top customers and internal teams.
- Resolve any issues and problems faced by customers and deal with complaints to maintain trust.
- Play an integral part in generating new sales that will turn into long-lasting relationships.
- Prepare regular reports of progress and forecasts to internal and external stakeholders using key account metrics.
- Follow up on customers' invoices payment and outstanding and make sure all customers paying on time.

• **Origin Marketing solutions**

Jan 2018 - Feb 2020

Merchandisers Supervisor

As part of the sales team the primary role of this position is to maximize on-shelf presence in all outlets, Handling special processes to **UNILEVER products** (REXONA - AXE - DOVE) in Retail Markets in Central Cairo through a great team of well experienced Merchandisers.

- served by the merchandiser. Additionally, when required the merchandiser will conduct in-store sampling.
- sessions and in-store sampling and promotions, Planograms must be adhered to for both on and off shelf displays.
- Any non-compliance to the agreed arrangements must be reported to the pre-seller immediately.
- In addition to these duties the merchandiser is required to supply the pre-seller with the latest market information in order to take advantage of any selling opportunities.
- Ensure all access points are merchandized as per approved planograms.
- Monitor and report competitive activities.
- Building Strong relationships and bonds with customers, and Avoiding any conflicts with clients and solving any issues we could face As fast as we can.
- Achieving the goals of the Company as per Policy.
- keep my company existence **24/7** in markets.
- Handle a team of 5 members (**Daily existing, Visits, coaching the team to achieve our best together.**

• **Green wick communication Consultancy**

Jan 2017 - Dec 2017

Marketing in-store Executive

May 2015 - Dec 2016

- distribute free gifts to end customers at our targeted locations.
- Collecting Reports about products.
- presents an amazing image about our company.
- sampling new skus of **Lipton** tea.
- * execute Company policies and insure the team's attitude

• **PMI Phillip Morris international - tobacco Manufacturing -**

Sales and Marketing Businesses development

As part of the sales team the primary role of salesman is to maximize sales in all outlets, Handling special processes to tobacco products in **Retail** Markets in Central Cairo, opening new outlets

• **PMI Phillip Morris international - tobacco Manufacturing -**

Jun 2012 - Apr 2015

Marketing activation agent - in store -

Daily reports
Free sampling
Presentations

Reference

Ali Alsaifi - sharkawy Butchering Co.

CEO

002 0115 602 00 32

- Muhammed abdufatah - Phillip Morris international PMI

Area Sales manger CENTRAL

002 0109 512 9008

skills

Sales skills

Marketing solutions

CRM (Customer Relations Management)

Negotiations

Leadership, team management

Social intelligence

Collecting Knowledge

Mindset

Ambition

Commitment

Languages

- Arabic - Native
- English Speaker
