

Nada Amr Heiba

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OBJECTIVE

Experienced Senior Sales professional with over seven years of experience driving revenue growth, building strategic client relationships, and leading a high-performing sales team. Proven track record of consistently exceeding sales targets, identifying new business opportunities, and developing innovative sales strategies. Adept at managing key accounts, negotiating contracts, and collaborating with cross-functional teams to deliver exceptional customer satisfaction with strong communication and interpersonal skills, with a talent for fostering long-term partnerships and maximizing sales performance.

EDUCATION

Al Azhar University (2016 – 2020)
MAJOR: Bachelor's degree in commerce – Accounting division
Grade: Good

WORK EXPERIENCE

Vodafone Egypt (Nov 2022 till now)

Retail Senior Sales Representative

We have operated in Egypt since 1998, when Click GSM began operating in the Egyptian market as a consortium between Vodafone, Air Touch, and other local and international partners. In January 2002, Click GSM became Vodafone Egypt, and today, it serves more than 44 million customers.

We also offer Vodafone Cash in Egypt, a financial services platform built on M-PESA, providing around 3 million customers with peer-to-peer money transfers, payments, savings products, and access to microloans. Around 80% of the population in Egypt is unbanked. Vodafone Cash and M-PESA have been key drivers of financial inclusion across our markets in Africa, and there is huge potential for these services to have a similarly positive impact in Egypt.

- 1- Responsibility for managing the RFS process for sales to existing Cloud & Security customers from pre-contract to contract signature, in conjunction with the field sales and account management teams.
- 2- Maintain a symbiotic relationship with IBM to manage the RFS process for existing and/or new C&S accounts, act as an initial escalation point for the customer or colleagues for the process and provide subject matter expertise for internal and external stakeholders.
- 3- Contribute customer and stakeholder insight to the venture for planning and forecasting, process improvement, process communication, and team collaboration.
- 4- Be the champion of sales tools and associate data quality, and drive up NPS for all requests.
- 5- Collaborate with sales teams that support existing and new customers to drive the growth of the C&S business across multiple channels and support the execution of the sales strategy in line with Vodafone targets and objectives.
- 6- Demonstrate the #spirit behaviors in all aspects of the role with a keen focus on customer loyalty.
- 7- Manage small order requests for moves, ads, and changes for existing C&S customers
- 8- Collaborate with sales teams and partners to accomplish specific objectives.

Alex Bank (Sep 2022 till Nov 2022)

Outdoor sales staff

Alex. Bank is a 100% digital Australian challenger bank dedicated to giving Australians a 'fair go' when it comes to their banking needs. Our products are designed with our customers' needs and online safety in mind. We've focused on ensuring they're simple, secure, and easy to use. By being fully digital, we've eliminated large overheads such as physical branches, allowing us to pass on these savings to our customers in the form of competitive rates and no unnecessary fees. Our seamless experience and the unique Alex factor delivered to our customers in our award-winning Personal Loan and Deposit products set us apart.

- 1- Lead, oversee and direct Commercial Banking's Recruitment Strategy, including attracting and retaining talent through the creation, development, implementation, and sustainment of new processes, tools, and measurements.
- 2- Support the development of best-in-class bankers through the development and sustainment of customized training programs, applicable to all lines of business in Commercial Banking
- 3- Expand and sustain Commercial Banking development programs
- 4- Foster and grow client relationships with 3rd party channels, particularly private banking space
- 5- Provide a comprehensive service to Direct Clients of the bank and to ensure the smooth processing of their Mortgage, Deposit, Current Account, or Insurance application

- 6- Proactively call customers for customer onboarding activities, including new deposit customers
- 7- Manage complex, cross-functional, cross-line of business programs with regulatory significance
- 8- Build strong business relationships by engaging various internal and external stakeholders

Tasaheel

(Oct 2021 till Aug 2022)

Outdoor sales staff

At Tasaheel Finance, we provide diverse financial services via an exceptional digital platform. Our services are based on the commitment to providing them with speed, ease, and excellent customer service that is completely secure. Technological advancement is the cornerstone of our growth strategy, as we are dedicated to continuous innovation to meet the evolving needs of our customers to amplify access to financial services and improve quality of life.

- 1- Building and sustaining long-lasting relationships with new and existing customers based within an assigned sales territory.
- 2- Continually meeting or exceeding sales targets by selling company products to new and existing customers.
- 3- Developing and implementing an effective sales strategy to drive sales.
- 4- Maintaining an accurate record of all leads, customer accounts, and sales.
- 5- Researching competitors' products and pricing as well as market conditions.
- 6- Keeping abreast of the latest industry developments by attending meetings, training workshops, and industry events.
- 7- Strategically negotiating with potential and existing customers to close sales.

My Way

(Jan 2020 till Sep 2021)

Retail Sales Representative - Internship

My Way is the leading company in Egypt in direct selling with 46 branches all over Egypt, 3 factories, 1200 products & 3000 employees. We also have 2 sub-retail brands, 5 Mins (For food mixes & spices) and Madera (for detergents & home care).

- 1- Conduct inside sales activities, including prospecting and developing opportunities, closing sales, and taking orders.
- 2- Update and maintain the sales database regarding the updates to keep it updated when required.
- 3- Prepare activity, weekly, and monthly reports to the sales supervisor when required.
- 4- Assist sales management in conveying customer needs to product managers and technical support staff
- 5- Expand industry knowledge and the way we sell as a company
- 6- Work closely with Sales Operations to recommend process improvements
- 7- Set a vision and clear expectations for the team to make the sales operation work smoothly.

Skills

Organizational skills
 Communication skills
 Calendar & Time management
 Critical listening
 Coaching & Advising
 Analytical & data-driven
 Teamwork
 Leadership & management skills
 Microsoft Office excellent knowledge: "Excel, Word, and Outlook"
 Presentation Skills through PowerPoint
 Strategic Thinking Skills
 Proactivity
 Reporting skills