

Ahmad Aref Shaalan

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Professional Summary

Senior Sales Executive with 9 years of proven experience in driving revenue growth, expanding market share, and building long-term client relationships in the porcelain, ceramic, and sanitary ware industry. Skilled in business development, strategic planning, and delivering exceptional customer service. Recognized for strong negotiation skills, product knowledge, and the ability to work independently and collaboratively within a team.

Professional Experience

Senior Sales Executive | Salah D. Shehadeh & Sons Group | Amman, Jordan

AUGUST 2018 – PRESENT

- Managed sales operations for leading international brands including MARAZZI, ATLAS CONCORDE, GARDENIA ORCHIDEA, VERSACE, KOHLER, JACOB DELAFON, and GESSI.
- Increased customer satisfaction and retention through effective problem resolution and relationship management.
- Developed strategies to target new markets by analyzing competitor behavior and industry trends.
- Strengthened client relationships, contributing to a significant increase in company market share.
- Acquired and maintained high-value clients, boosting overall company revenue.

Sales Representative | Ayyad Ceramic and Porcelain | Amman, Jordan

MAY 2017 – JULY 2018

- Led a team of two sales representatives, achieving 100% of yearly sales targets.
- Awarded Certificate of Thanks and Appreciation for Ideal Employee in 2017.
- Enhanced team performance through effective communication and collaboration.

Sales Representative | Thuraiya Company for Ceramics and Marble | Riyadh, Saudi Arabia

MARCH 2015 – APRIL 2017

- Promoted to Assistant Sales Manager within 9 months of employment.
- Oversaw inventory levels and sales movements for various product lines.
- Provided support and guidance to sales staff, increasing operational efficiency.

Education

Bachelor of Science: Business Administration | Applied Science University | Amman, Jordan

AUGUST 2013

Skills

Effective Communication

Clearly explaining ideas and actively listening to customers' needs.

Persuasion and Influence

Presenting offers in a way that makes the customer see the value.

Emotional Intelligence

Understanding and managing both your emotions and the customer's.

Problem-Solving

Handling customer objections and turning them into opportunities.

Patience and Persistence

Following up with prospects without giving up too quickly.

Time Management

Organizing sales activities and customer visits efficiently.

Courses

Human Resources Management | Business Development Center | Amman, Jordan 2014