

# AHMED RAGAB AFIFI

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Dynamic and results-driven Territory Sales Engineer with 5 years of experience in technical sales, specializing in the industrial sector. Adept at driving sales growth and fostering long-term customer relationships within assigned territories. Skilled in identifying business opportunities, delivering tailored technical solutions, and negotiating contracts to exceed revenue goals. Possesses a strong technical background in the industrial field and the ability to effectively communicate complex concepts to diverse client bases. Proven track record in meeting sales targets, expanding market presence, and ensuring high levels of customer satisfaction.

## EXPERIENCE

AUGUST 2024 TO PRESENT

TERRITORY SALES ENGINEER

ALSafa ALUMINIUM SAUDI COMPANY, DAMMAM, SAUDI ARABIA

- Sales Development & Growth:**
  - Identify and target new business opportunities within the Dammam territory for Al-Safa Aluminum's range of aluminum products and solutions.
  - Develop and implement sales strategies to increase market share and achieve revenue goals.
- Customer Relationship Management:**
  - Build and maintain strong relationships with existing customers, contractors, and key decision-makers in the construction, manufacturing, and other relevant industries.
  - Provide after-sales support to ensure customer satisfaction and resolve any issues related to products or services.
- Product Knowledge & Technical Support:**
  - Demonstrate in-depth knowledge of aluminum products, applications, and solutions.
  - Offer technical guidance and product recommendations to customers, ensuring that their specific needs and project requirements are met.
- Sales Presentations & Product Demonstrations:**
  - Conduct product presentations, technical demonstrations, and site visits to potential and existing clients to showcase the benefits and features of Al-Safa Aluminum products.
- Negotiation & Contract Management:**
  - Negotiate terms, pricing, and delivery schedules with customers to close deals successfully.
  - Draft and manage sales contracts in line with company policies and procedures.
- Market Analysis & Reporting:**
  - Monitor industry trends, competitor activities, and customer needs in the Dammam region.
  - Provide regular reports on sales activities, market conditions, and customer feedback to management.
- Collaboration & Coordination:**
  - Work closely with internal teams (e.g., engineering, production, logistics) to ensure timely and accurate delivery of products.
  - Coordinate with marketing to ensure alignment of product promotions and advertising in the territory.
- Sales Targets & Performance Metrics:**
  - Meet or exceed sales targets for the territory while maintaining profitability.
  - Track sales progress, performance metrics, and customer feedback to ensure continuous improvement in sales strategies.

**AUGUST 2023 TO JULY 2024**

**EXPORT AND TRADE ENGINEER**

ELMARAKBY STEEL, GIZA, EGYPT

responsible for overseeing the export and international trade operations of the company's steel products. managing the logistics, documentation, and compliance processes for exporting products to global markets. works closely with the sales, production, and logistics teams to ensure timely delivery, cost-efficiency, and adherence to international trade regulations. Key duties include negotiating contracts, identifying new market opportunities, managing customer relationships, and resolving any issues related to shipments or product specifications.

**DECEMBRE 2021 – JUNE 2023**

**EXPORT SALES SPECIALIST**

ASFOUR CRYSTAL INTERNATIONAL, CAIRO, EGYPT

responsible for managing and expanding the company's global sales by promoting and selling Asfour's premium crystal products to international markets. This role involves identifying new export opportunities, building relationships with distributors, retailers, and other key stakeholders, and driving sales growth in assigned regions. The specialist will also work closely with logistics, marketing, and product development teams to ensure smooth operations from order to delivery. Additionally, they are responsible for negotiating contracts, ensuring compliance with international trade regulations, and meeting sales targets. A successful Export Sales Specialist will have strong communication and negotiation skills, a deep understanding of export procedures, and a passion for promoting Asfour's high-quality crystal products globally.

**JULY 2020 – AUGUST 2021**

**MEDICAL SALES REPRESENTATIVE**

HPG COMPANY, NASR CITY, CAIRO

responsible for promoting and selling medical products, devices, or services to healthcare professionals, hospitals, clinics, and other medical establishments within a designated territory. The role involves understanding and communicating the technical aspects of medical products, as well as how they can improve patient care and outcomes. The representative builds strong relationships with key stakeholders, provides product demonstrations, and drives sales through effective negotiation, customer education, and market analysis. A successful Medical Sales Rep ensures customer satisfaction, meets sales targets, and stays up-to-date with industry trends and regulations.

## EDUCATION

FEB 2018

**BACHELOR OF SCIENCE IN CHEMISTRY, MINOR IN GEOLOGY,** MENUFIA  
UNIVERSITY

- GPA: 3.0/4.0

## SKILLS

- Technical Expertise
- Sales Skills
- Customer Relationship Management
- Communication Skills
- Team Collaboration
- Adaptability & Learning
- Problem-Solving Skills
- Market Knowledge
- Time Management & Organization
- Negotiation Skills
- Product Knowledge
- Reporting & Analytical Skills

## ACTIVITIES & INTERESTS

- Networking & Socializing
- Reading & Continuous Learning
- Sports & Physical Activities
- Problem-Solving Puzzles & Strategy Games
- Mentoring & Coaching
- Traveling
- Technology & Innovation