

## Candidate Profile – Sales Manager

### 1. Candidate Information

<b>Candidate Name</b>	Candidate's name and photo are hidden in this example for confidentiality purposes.		
<b>Nationality</b>	Jordanian		
<b>Current Location</b>	Jeddah, Saudi Arabia		
<b>Marital Status</b>	Married		
<b>Languages</b>	English and Arabic	<b>Birth Date</b>	February 12, 1982 (35 years)
<b>Qualifications</b>	<ul style="list-style-type: none"> <li>▪ Bachelor degree in Business Administration – University of Jordan 2005</li> </ul>		
<b>Experience Highlights</b>	<ul style="list-style-type: none"> <li>▪ Around 9 years of extensive experience in Sales focused within the Electronics and FMCG industries.</li> <li>▪ Extensive experience in Sales planning, budgeting, forecasting, management, and reporting.</li> <li>▪ Extensive experience in Key Accounts Management especially in the Modern Trade channel including Hypermarkets, Mega markets and wholesalers.</li> <li>▪ Extensive experience in Stock Management, Accounts Receivables Management, and Orders Management.</li> <li>▪ Strong experience in sales of Electronic products including Mobile devices, TVs, Laptops, ACs, Home Appliances, and other IT related devices.</li> </ul>		



### 2. Availability

<b>Time to join</b>	Available to join within 1 month from signing the job offer.
<b>Current Compensation</b>	Around 20,000 SAR/month, medical insurance, and yearly bonus.
<b>Expected Compensation</b>	The candidate is looking for a challenging opportunity with an attractive/negotiable package.

### 3. Candidate's Experience

<b>Arabian Trading Supplies</b>		<b>Total period (1 year)</b>
Arabian Trading Supplies is a leading company specializing in the distribution of global FMCG brands (e.g. Holsten, Power Horse, Lacnor, Capri Sun, etc.) across Saudi Arabia.		
<b>[Sales Manager - Modern Trade Channel]</b>	<b>Saudi Arabia</b>	<b>Jan. 2014 – Present (1 year)</b>
<ul style="list-style-type: none"><li>▪ <b>Responsible for the sales of the company's FMCG products including energy drinks, soft drinks, frozen food products, canned food products, etc. Mainly dealing with the Modern Trade channel including key Hypermarket chains such as Carrefour, Panda, Safeway, and Bindawwod, etc.</b></li><li>▪ Managing the Sales team in the Western region of the country and ensuring achievement of Sale targets.</li><li>▪ Develop the Sales strategy and budget on a yearly basis based on market analysis and forecasting and review these plans regularly based on progress and changes in the market.</li><li>▪ Conduct presentations and provide reports to the management as requested.</li><li>▪ Prepare and negotiate agreements with customers.</li><li>▪ Ensure customer orders are being handled effectively and timely.</li><li>▪ Meet with customers, address any issues and ensure customer satisfaction.</li><li>▪ Conduct periodical meetings with the Sales team to review progress against KPIs.</li><li>▪ Provide suitable evaluation and training for the Sales team to ensure continuous development.</li></ul>		
<b>United Matbouli Group (Samsung)</b>		<b>Total period (2 years 5 months)</b>
United Matbouli Group is one of the leading distributors of Electronics and Home Appliances in Saudi Arabia. It is the exclusive dealer for Samsung home appliances, consumer electronics and air conditioners in Saudi Arabia.		
<b>[Sales Manager - Modern Trade and Retail]</b>	<b>Saudi Arabia</b>	<b>Aug. 2011 – Dec. 2013 (2 years 5 months)</b>
<ul style="list-style-type: none"><li>▪ <b>Responsible for the sales of the company's Samsung Electronics products including TVs, Mobiles/Tablets, Washing Machines, Refrigerators, etc. Mainly dealing with the Modern Trade channel including key Hypermarket chains such as Carrefour, Panda, Safeway, Bindawwod, etc. Also, handling the Retail channel with the key Electronics Retailers in Saudi Arabia including eXtra, Eddy, Xcite, etc.</b></li><li>▪ Managing the Sales team in the Western region of the country and ensuring achievement of Sale targets.</li><li>▪ Develop the Sales strategy and budget on a yearly basis based on market analysis and forecasting and review these plans regularly based on progress and changes in the market.</li><li>▪ Conduct presentations and provide reports to the management as requested.</li><li>▪ Prepare and negotiate agreements with customers.</li><li>▪ Ensure customer orders are being handled effectively and timely.</li><li>▪ Meet with customers, address any issues and ensure customer satisfaction.</li><li>▪ Conduct periodical meetings with the Sales team to review progress against KPIs.</li><li>▪ Provide suitable evaluation and training for the Sales team to ensure continuous development.</li></ul>		
<b>Al Babtain Trading</b>		<b>Total period (2 years 4 months)</b>
Al-Babtain Trading is one of the leading companies in Saudi Arabia engaged in the distribution of international brands of Household Appliances, Air-Conditioning, Laundry Equipments and Electronics including ADIMIRAL, SPEED QUEEN, BEKO and BOMPANI.		
<b>[Sales Supervisor - Modern Trade and Wholesale]</b>	<b>Saudi Arabia</b>	<b>Apr. 2009 – Jul. 2011 (2 years 4 months)</b>
<ul style="list-style-type: none"><li>▪ <b>Responsible for the sales of the company's Electronics products including TVs, Washing Machines, ACs, Refrigerators, etc. Mainly dealing with the Modern Trade channel including key Hypermarket chains such as Carrefour, Panda, Safeway, Bindawwod, etc. Also, handling the Retail channel with the key Electronics Retailers in Saudi Arabia including eXtra, Eddy, Xcite, etc.</b></li><li>▪ Managing Sales Executives to ensure all sale orders are responded to.</li><li>▪ Assist in the development of the Sales strategy.</li><li>▪ Conduct presentations and provide reports to the management as requested.</li><li>▪ Draft and negotiate agreements with customers.</li><li>▪ Ensure customer orders are being handled effectively and timely.</li><li>▪ Meet with customers, address any issues and ensure customer satisfaction.</li><li>▪ Provide suitable guidance to junior Sales staff.</li></ul>		

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**Fine Hygienic Holding****Total period (3 years 3 months)**

Fine Hygienic Holding (FHH) is the first and largest hygienic tissue producer in the MENA region dealing with leading FMCG and B2B operations in the Middle East, Gulf and Africa regions.

**[Sales Executive - Modern Trade Channel]****Jordan****Jan. 2006 – Mar. 2009****(3 years 3 months)**

- **Responsible for the sales of the company's hygiene products including toilet papers, hand tissues, sanitizing tissues, baby diapers, etc. Mainly dealing with the Modern Trade channel including key Hypermarket chains such as Carrefour, Safeway, and Cozmo, etc.**
  - Achieving sales targets as agreed with the Sales Manager.
  - Provide periodical sales status reports as requested.
  - Follow up with merchandisers visibility & displays implementation.
  - Assist merchandisers for any issues faced by outlet by providing creative solutions.
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