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**Mohammed Khalil**  
Sales & Marketing Manager

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Address : Dammam K S A  
Date of Birth : 01/07/1969  
Gender : Male  
Marital Status : Married  
No of Dependents : 6  
Nationality : Egyptian

**Job objective :**

*Looking to join a progressive organization that has the need for a type of occupation that offers opportunities for advancement.  
To gain first hand type of experience using my analytical skills and commitment to perform quality work within the organization.*

Dear Sir,

I want to introduce myself to you, as I am willing and interesting to have a vacancy at your company and my qualifications I will send to you with all of my respects.

**Mohammed Khalil**

### **Professional & Personal Strengths:-**

- Good knowledge in Marketing & Sales analysis, developing and branding strategies & product launching in to the market.
- Implement and deliver business focused training strategies to create a significant impact in the performance of the employees.
- A proven track record of developing new business plans and identifying long term business opportunities
- Experience in building and implementing Account Plans and identifying new accounts.
- The ability to establish and maintain external business relationships
- The acumen and experience to develop and nurture commercial relationships.
- The ability to apply a wide range of selling skills and techniques to retain and generate new businesses
- Capability in setting up the right sales force teams and to give proper market field training.
- Ability to create strategic markets for new products through several marketing channels.
- Proven abilities in business development through customer service, quality control and advertising & exhibition participation.
- Knowledge in conducting & managing promotional campaigns for new agencies managing as marketing consultant.
- Thorough knowledge in marketing research, information gathering and database management.
- Ability to get new leads and turn them into business opportunity
- Merits and de-merits of the product and comparing it with the competitive brands based.
- Have the ability to finish specific tasks in a given time limit.
- Ability to work in groups.
- Understand necessary approvals and regulatory procedures for the business operation.
- Improve understanding of the market, business trends, new products, key players, and the competition to better define sales strategy.

### **Skills:-**

<b><i>Team Work</i></b>	<b>Motivation for Sales</b>
<b><i>Communication</i></b>	<b>Sales Planning</b>
<b><i>Results Driven</i></b>	<b>Building Relationships</b>
<b><i>Customer Focus</i></b>	<b>Coaching</b>
<b><i>Adaptability</i></b>	<b>Managing Processes</b>
<b><i>Excellence</i></b>	<b>Market Knowledge</b>
<b><i>Meeting Sales Goals</i></b>	<b>Budget and Sales Forecast</b>
<b><i>Negotiation</i></b>	<b>Staffing</b>
<b><i>Selling to Customer Needs</i></b>	<b>Profit Building &amp; Sales Growth</b>

## **Experiences:-**

### **National Sales Manager.**



#### **At: Delta Modern Food Factory.**

**Location: Eastern Province, Saudi Arabia, K S A DAMMAM**

**Company Industry: FMCG**

**Job Role: Sales**

**February 2020 Till Present.**

- **Prepare, implement and maintain merchandising plan, inventory turnover, return on investment and sales per square meter.**
- **Provide feedbacks to the management on each store's performance in terms of profitability, potential growth, and recommend appropriate actions depending on findings.**
- **Responsible for overall overseeing and management of retail activities for all company-own stores.**
- **Prepare monthly, quarterly and annual budget, including forecast of sales and operation expenses per branch, expected profit and growth.**
- **Prepare, implement and supervise advertising and promotional programs in conjunction with the marketing/advertising department to improve sales performance of each store.**
- **Plan and implement new branch locations or relocations, in close coordination with the new business development department.**
- **Set up new branches including planning store layout and product displays, within the parameters of the approved standard floor plan.**
- **Train store personnel on brand positioning, inventory control system, salesmanship, customer relations, brand guidelines, competitions weaknesses and strengths, proper hygiene and personality development.**
- **Regular store visits to check store requirements, cleanliness, maintenance and improvements to be done.**

- Conduct sales analysis to determine customer's demands, correct product mix and other factors that will help maximize sales.
- Conduct stock inventory at the end of the year or as may be required.
- Design store personnel incentive and motivation program and maintain personnel's performance records for proper evaluation.
- Estimate product sales (in coordination with showroom supervisor) based on previous year sales, market conditions & company objectives.
- Timely follow-up with showroom supervisors for quantities ordered in each showroom, reviewing deficit or surplus of items.
- Determine selling prices of all items in line with company policies & procedures.
- Propose discount strategies for customers in accordance with approval from the management.
- Review & compare monthly sales reports with estimated sales figures to analyze deviations (if any).
- Review & rectify deviations to ensure sales targets are accurately met.

### **National Sales Manager.**

At: **Saudi Oasis Plastic Company & Binaa Steel**



Job Role: Sales

Company Industry: Industrial, Manufacturing, Retail

Feb. 2018 –Feb2020

- Develop and manage an efficient assigned area distribution network to improve sales performance
- Collaborates with C E O. to develop sales strategies to improve market share in all product lines
- Develop a business plan for the assigned area that defines area sales strategy
- Implement area and regional sales operational objectives by contributing regional sales information and recommendations to strategic plans and reviews
- Explore opportunities for penetrating new and existing regional markets and develop and maintain commercial relationships with plastic industry

- Keep abreast with all relevant information on current stock to enable knowledge based negotiations with customers
- Develop and maintain relationships with clients to drive sales of feed and day-old-chicks
- Ensure the highest level of customer service in conducting all activities
- Maintain relationship with existing customers for repeat business
- Monitor competitor prices and recommend ways to sustain competitive pricing or better credit facilities to retain and attract new customers
- Ensure competitive pricing of stock in line agreed price levels and ensure all negotiations protect agreed profit margins
- Liaise with the warehouses and Supply Chain to ensure that products are available for customers in a timely manner as required
- Prepare regular reports on sales activities and performance for management consideration.
- Assist in all other duties as directed by the C E O.

**National Sales Manager.**



**At: AL BABTAIN PLASTIC & INSULATION MATLS. MFG. CO. LTD.**

**Location: Dammam, Saudi Arabia, DAMMAM SECOND INDUSTRIAL**

**Company Industry: Industrial, Manufacturing, Retail.**

**Job Role: Sales**

**Feb. 2016 –Feb. 2018**

**Overall management of sales of packaging, plastic pallets & insulations products in Saudi Markets & GCC.**

- 1- Planning, development, sales team supervision.**
- 2- Re-launching the brand in Saudi Arabia market**
- 3-Executing consumer trade promotion for sales and promotional activities.**
- 4- Executing sales strategies &monthly target achievement**
- 5- Preparation of annual & monthly sales forecast and management reporting in terms of market analysis, survey, latest market update**
- 6- Developing sales channels & client database**
- 7- Initiating client communications process.**
- 8- Tracking competitive activity.**
- 9- Market analysis to understand different sales & business development tactics.**
- 10- Appointment of distributors and liaison with key channels**
- 11- Building relationships with chemicals companies, factories & Super**

**Markets, Mini Markets Wholesalers & Retailers.  
12-Managing visibility across trade channels.**

**13-Maintains national sales staff job results by counseling and disciplining employees; planning, monitoring, and appraising results.**

**14-Maintains professional and technical knowledge by attending educational workshops; reviewing professional publications; establishing personal networks; participating in professional societies.**

**15-Contributes to team effort by accomplishing related results as needed.**

**National Sales Manager.**



**At :SALEM BALHAMER TRADING LTD. CO.**

**Location: Saudi Arabia , Dammam Second Industrial area.**

**Company Industry: Industrial, Manufacturing, Retail**

**Job Role: Sales**

**September 2014 – February2016.**

**1-Determines annual unit and gross-profit plans by implementing marketing strategies; analyzing trends and results.**

**2-Establishes sales objectives by forecasting and developing annual sales quotas for regions and territories; projecting expected sales volume and profit for existing and new products.**

**3-Implements national sales programs by developing field sales action plans.**

**4-Maintains sales volume, product mix, and selling price by keeping current with supply and demand, changing trends, economic indicators, and competitors.**

**5-Establishes and adjusts selling prices by monitoring costs, competition, and supply and demand.**

**6-Completes national sales operational requirements by scheduling and assigning employees; following up on work results.**

7-Maintains national sales staff by recruiting, selecting, orienting, and training employees.

8-Maintains national sales staff job results by counseling and disciplining employees; planning, monitoring, and appraising job results.

9-Maintains professional and technical knowledge by attending educational workshops; reviewing professional publications; establishing personal networks; participating in professional societies.

10-Contributes to team effort by accomplishing related.

**Sales Manager.**



**At : CONSTRUCTION CAVALIERS TRADING EST.**

**Location: Dammam, Saudi Arabia, DAMMAM ALKHALDIAH2**

**Company Industry: FMCG**

**Job Role: Sales**

**March 2010 – September 2014.**

- Assists the General Manager in preparing the annual business plan and budgets.
- Formulates sales goals, marketing plans and strategy and directs their execution to achieve the Company's objectives.
- Operates the sales activities within the approved budget and cost controls.
- Develops and implements price schemes for all products and services based on market and competitors' analysis, which should increase the sales and profitability of the Company.
- Maintains excellent relationships with major customers.
- Reviews and approves contracts with major customers.
- Prepares and reviews the daily sales and collections reports.
- Reviews with area sales representatives their sales plans and budgets and coordinates with them implementation of programs to meet the plans.

## **Sales Manager**



**At : DELTA MODERN BAKERIES COMPANY.**

**Location: Eastern Province, Saudi Arabia, K S A DAMMAM**

**Company Industry: FMCG Job Role: Sales**

**February 2009 - March 2010**

- 1-Develops av business plan and sales strategy for the market that ensures attainment of Responsible for the performance and company sales goals and profitability.**
- 2-Prepares action plans for effectivevdevelopment of the Sales Rep.**
- 3-Initiates and coordinates development ofvsearch of sales leads and prospects.**
- 4-Assists in the development andvaction plans to penetrate new markets.**
- 5-Conducts one-on-one review with implementation of marketing plans as needed. all Sales representatives to build more effective communications, to understand training and development needs, and to provide insight for the improvement of Provides timely feedback tovSales representatives and activity performance.**
- 6-Provides timely, accurate, senior management regarding performance.**
- 7-competitive pricing on all completed prospect applications submitted for pricing Maintainsv and approval, while striving to maintain max. profit margin.**
- 8-accurate records of all pricings, sales, and activity reports submitted by Sales Creates and conducts presentations about sales growth and Rep.**
- 9-Actual outcomes on a monthly based to analyses sales figures and forecasting Controls expenses to meet budget future sales volumes to increase profits Adheres to all company policies, procedures and business**
- 10- Manage and track the team's daily visits (plants, end users, consultants, EPC contractors) to generate RFQ's**
- 11-Recruits, tests, and hires Sales Rep. based on criteria agreed upon using information attending the regular meetings by senior management.**
- 12-Use technology to record sales figures and for data analysis and forward planning.**



## Sales Manager.



**At: Marketing Services Est. For Trading Services**

**Location: Eastern Province, Saudi Arabia, PO: Box: 3774**

**Company Industry: Sales Job Role: Sales, Whole Sales, Retail**

**April 2007 - February 2009**

**Marketing Services is whole sales, advertising, Marketing and distribution of FMCG, Household, plastics& Electricals app.**

- Accomplishes marketing and sales human resource objectives by recruiting, selecting, orienting, training, assigning, scheduling, coaching, counseling, and disciplining employees;
- Managing Sales & Marketing department achieving the strategic goals of the Organization.
- Communicating job expectations; planning, monitoring, appraising, and reviewing job contributions; planning and reviewing compensation system, actions; enforcing policies and procedures.
- Preparing and completing marketing and sales action plans.

## Regional Sales Manager.



**At: MOHAMMED BAWAZAIR EST. FOR TRADING (AMERICANA)**

**Location: Saudi Arabia, Khamis Musheet**

**Company Industry: FMCG Job Role: Sales**

**July 2006 - April 2007.**

**1-Resolved major problems that boast sales growth.**

**Journey plan and route cycle responsibilities.**

**2-Manage all team and coaching to increase sales capability.**

**3-Increase sales / distribution in the region.**

**4-Ensure in outlets merchandising standards through trade visit and monitor through unit's manager & sales supervisors.**

**5-Set, establish and monitor goods placements programmers.**

**6-Monitor and control level of credit in the market**

**7-Ensure that all routes are covered aggressively and the Branch managers and sales supervisors understand the sales plans for their particular areas.**

**Area Sales Manager (Western, Southern& Eastern Region)**



**At :*Salem Mohammed Bakhawain Sons CO. Ltd,***

**Location: Jeddah , Saudi Arabia**

**Company Industry: Retail& Wholesales**

**Job Role: Sales**

**July 2002 - June 2006**

**1-Resolved major problems that boost sales growth.**

**Journey plan and route cycle responsibilities.**

**2-Manage all team and coaching to increase sales capability.**

**3-Increase sales / distribution in the region.**

**4-Ensure in outlets merchandising standards through trade visit and monitor through unit's manager &sales supervisors.**

**5-Set, establish and monitor goods placements programmers.**

**6-Monitor and control level of credit in the market**

**7-Ensure that all routes are covered aggressively and the Branch managers and sales supervisors understand the sales plans for their particular areas.**

**8-Ensure that all Products and Services are on the Approved Vendor List (AVL).**

**9- Maintain, manage and monitor all customer related operational issues.**

**Area Sales Manager (Western Region).**

**At: Safco Chemicals** 

**Location: Jeddah , Saudi Arabia , Riyadh**  
**Company Industry: Distributions and Logistics**  
**Job Role: Sales**  
**September 2000 - July 2002**

- 1-Resolved major problems that boost sales growth.**
- Journey plan and route cycle responsibilities.**
- 2-Manage all team and coaching to increase sales capability.**
- 3-Increase sales / distribution in the region.**
- 4-Ensure in outlets merchandising standards through trade visit and monitor through unit's manager & sales supervisors.**
- 5-Set, establish and monitor goods placements programmers.**
- 6-Monitor and control level of credit in the market**
- 7-Ensure that all routes are covered aggressively and the Branch managers and sales supervisors understand the sales plans for their particular areas.**
- 8-Ensure that all Products and Services are on the Approved Vendor List (AVL).**

**Branch Manager**

**At :Nadec (National Agricultural Development Company)**

**Location: Riyadh, Saudi Arabia, Riyadh**  
**Company Industry: FMCG**  
**Job Role: Sales**  
**June 1996 - August 2000**

- **NADEC is the big company in dairy productions of milk total yearly sales near (400,000,000 S.R)**  
**In charge of wholesales markets at Jeddah Sales and collections and covers more than 60 clients.**

- In charge of reductions and discounts markets at Jeddah. Sales, collections, and covers more than 23 clients.
- In charge of class A. Markets as Danube, Panda, Sarwat , Bin Daowod ,Alraya ,Marhaba ,Alnakheel at Jeddah
- Sales, collection, and follow up to increase Market Share.
- Directs and coordinates activity of sales staff. Establish sales targets according to approved national sales plan, assigns customers to salesmen. Explains sales policy to sales staff.
- Allocates sales routes/call schedules to sales ensures that salesmen follow prescribed schedules and routes.
- Visits customers periodically to maintain good customer relationship, solve problems and obtain market information.
- Conducts frequent sales meetings to review developments with salesmen, handles their questions and problems.
- Reviews aging reports and pays direct attention to collection issues.
- Reviews daily sales and collection reports, merchandising and stock shortages, and takes actions as necessary.
- Negotiate all contracts, subject to approval of the higher management.
- maintain, manage and monitor all customer related operational issues
- Monitor expenses of the branch.

### **Sales Supervisor**



**At: Arabian Gulf Mechanical Services & Contract.Co.Ltd.**

**Location: Riyadh, Saudi Arabia , Riyadh**

**Company Industry: Consulting Services**

**Job Role: Management**

**June 1994 - May 1996**

1. Prospecting through defining and targeting potential customers, lending institutions, social functions, and using personal network.
2. Developing and maintaining relationships with new clients and providing information to maximize sales volume.
3. Ensure staff timeliness in order to comply with company's regulations
4. Conduct daily meeting in order to establish communication between the management and the sales team
5. Liaise with the marketing department to ensure that all marketing

collateral and sales tools are available.

6. Selling Units in order to reach monthly sales target as specified by the Line Manager
7. Achieving data entry targets set for prospecting and leads
8. Participate in exhibitions to represent the company and gain market knowledge
9. Recommend and agree on Sales Strategy.

### **Sales Supervisor**



**At: Hamouda DAIRY PRODUCTION Company**

**Location: Amman, Jordan, The Royal Hashemite Kingdom Of Jordan**

**Company Industry: FMCG**

**Job Role: Sales**

**August 1992 - July 1994**

1. Prospecting through defining and targeting potential customers, lending institutions, social functions, and using personal network.
2. Developing and maintaining relationships with new clients and providing information to maximize sales volume.
3. Ensure staff timeliness in order to comply with company's regulations
4. Conduct daily meeting in order to establish communication between the management and the sales team
5. Liaise with the marketing department to ensure that all marketing collateral and sales tools are available.
6. Selling Units in order to reach monthly sales target as specified by the Line Manager
7. Achieving data entry targets set for prospecting and leads
8. Participate in exhibitions to represent the company and gain market knowledge
9. Recommend and agree on main sales strategy.

**Sales Rep.**

**At: AL-Hekma Medical Company** QUALITY

**Location: Amman, Jordan , The Royal Hashemiet kingdom**

**Company Industry: Medical/Hospital**

**Job Role: Sales**

**August 1991 - June 1992**

- 1. Supervising & Motivating and monitoring Team Performance.**
- 2. Achieved Sales Target.**
- 3. Reported To Sales Manager.**

**EDUCATION:-**

**Bachelor's degree / higher diploma /Master Studies in Marketing**

**At Bachelor of Commerce, Accounting Major.**

**Location: - Zigzig Egypt**

**Completion Date : May 1991**

**Computer Skills:-**

**Windows - Word - Excel - Outlook – PowerPoint.**

**Languages :-Arabic:MotherTongue English :Excellent**

**New Trainings : -**

**Plastic welding Technology 18th to 22nd Aug 2016 - Dubai  
(German Plastic Center – Dubai)**

**Plastic welding Technology Basic Training 12th to 16th Nov 2016 -  
(Leister Technology AG - Switzerland)**

**Professional Selling Skills 26th to 29 June 2016– Dubai.**

**Hobbies:-**

**Chess, Fishing, Sports, Learning foreign languages Reading and Cooking.**

**Future Planning: -**

Master Degree, PMP Course and Certificate (**under process**)

**Interests:-**

Driving Sports Car, Travelling and interested in exploring new technologies.

I hereby affirm that the above information in this document is accurate and true to the best of my knowledge and beliefs.

**It is pleasure to accept me to be one from your work team.**



<https://www.facebook.com/sheerazabid/videos/1277041185654727/>

**Last Position:-**

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