



WASEEM SOUFI

CONTACT

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WEBSITES, PORTFOLIOS, PROFILES



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EDUCATION

January 2013

Bachelor's degree: Business
Administrator

Aleppo University, Aleppo, Syria

CERTIFICATIONS

- English Courses from Wall Street.
- Training certificate From Grohe for sanitary ware products.

LANGUAGES

Arabic: Native language

English: C1
Advanced

ADDITIONAL INFORMATION

- Transferable Iqama
- Driving License
- Nationality: Syrian

PROFESSIONAL SUMMARY

Professional Sales Executive with almost 10 years of experience attending to needs of customers and converting prospects to increase sales. Accomplished in emphasizing service features and benefits, quoting prices, discussing credit terms, preparing sales order forms, and developing reports. Expert in overcoming objections from prospective customers to maximize sales opportunities.

WORK HISTORY

September 2019 - Current

Sales Consultant - Project Division, SARA - Building Materials Group, Khobar, Saudi Arabia

SARA is a company specialized sanitary ware, tiles and tableware. It has several branches distributed in the main cities of the Kingdom of Saudi Arabia, UAE, Lebanon, Qatar, Kuwait, Bahrain

It is an Authorized Agent for German and Italian brands such as Villeroy& Boch, GROHE, Jacuzzi, INDA, Versace, Caser. etc., in addition many products and accessories

Activity:

- Create and follow a business with major construction companies such as IKK group, Al Khonaini contracting Co, AlKifah, ...etc.
- Field visits to sites and follow-up with project managers to market and sell all company products.
- Research and follow-up tenders with construction companies and provide quotations with submittals and alternatives
- Follow up the store and the stocks and ensure that the required items are not missing.
- Search within the markets for the required items and work to secure them within the company
- Track the projects by BNC and report data to leadership on a regular basis, to follow projects.
- Close follow up on collection.

September 2018 - August 2019

Sales Executive, HEBA Fire Fighting, Khobar, Saudi Arabia

- Strategically planned and implemented business development activities in Eastern Region.
- Documented daily work in lead development and successful sales.
- Monitored weekly sales to write reports for senior leadership and streamline operational processes.
- Branded products through effective salesmanship and maintained long-term relationships with clients.

- Determined causes of fires and preventive efforts for future with the Fire Fighting engineers at the sites and suggest the best solutions to them.

November 2016 - September 2017

Sales Representative, *Isam Kabbani - Food Division,*
Dammam, Saudi Arabia

- Maximized business potential by providing excellent customer service and ensuring 100% client retention.
- Enhanced territory operations with successful cold calling of area business leaders and establishment of favorable contracts.
- Implemented sales and new business opportunities in new markets to achieve bottom-line results.
- Prepared sales contracts.

September 2014 - October 2016

Installation admin, Maintenance Sales Division, *Kone Areco for Elevator and Escalator,* Riyadh, Saudi Arabia

- Directly responsible in the installation section.
- Updating and modify visit sites on the SAP.
- Creating the purchase order and purchase request in SAP and Follow-up and pursuit.
- Following-up invoices issued and received.
- Managing the report of time sheet.
- Supporting for sales department.
- Following-up and guidance from me to the maintenance department and work according to the plan.

January 2012 - August 2014

Sales Representative, *Nouran Lighting Company,*
Dammam, Saudi Arabia

- Met agreed timeframe performance targets through exceptional customer service and proven sales abilities.
- Used outstanding communication abilities to build positive, professional customer relations, increasing loyalty and spending for proven profit growth.
- Effectively promoted add-on sales, encouraging additional care and warranty plans to grow company profits.

SKILLS

- English – Advanced
- Sales Management Teamwork
- Leadership
- Client Database Management
- Accounting
- Negotiation
- Pricing Strategy
- Strategic Planning
- Business Planning
- Business Development
- Microsoft Office
- Building Materials
- Retail