

MUSTAFA FARAH

PROFESSIONAL SUMMARY

Results-oriented sales professional with over 10 years of experience at the multinational companies (Bayer, Merck & Schering Plough) Highly skilled at creating new relationship and maintain strong customer relation to generate repeat business. In-depth knowledge of effective sales strategies and exceptional presentation & communication skills. Analytical thinker with the ability to perform well under pressure. Goal-and team-oriented with strong leadership skills and commitment to achieving sales goals to drive the growth of the company . Looking for challenging role which I can deepen my experience and build further on my work skills & academic background.

WORK HISTORY

Senior Medical Sales Representative, 10/2014 to 02/2021

Bayer Consumer Health - Riyadh, KSA

- Built excellent professional relationship with senior healthcare partner, MOH and key strategic private accounts (KOLs) for continued growth in product portfolio sales.
- Managed assigned accounts “monthly budget achievement, forecast accuracy, negotiation for commercial, trade and marketing terms .
- Coordinate with distributors sales team (Tamer, Cigalah, Sitco & AlKamal) for penetration of products in key accounts, conduct regular meeting with distributors representatives to collect feedback, devise action plan & follow-up.
- Improved marketing allocating resources to most profitable customers by segmentation and targeting.
- Searched for new market opportunities and identified resources need to achieve sales budget.
- Analyzed market competition and created sales forecasts .
- Identified & developed business opportunities in different types accounts(Retail, Hospitals & wholesaler)

Senior Professional Sales Representative, 02/2010 to 09/2014

MSD Consumer Care Business - Riyadh, KSA

- Acted as key link between MSD and healthcare professionals through developing adequate professional relations with identified customers to help them identify cases where can prescribe & dispense products for benefit of their patients.
- Shared market feedbacks, knowledge and experience gained in

CONTACT

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WEBSITES, PORTFOLIOS, PROFILES

- <http://www.linkedin.com/in/mustafa-farah-513142ab>
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SKILLS

- Business relationship management
 - Negotiation; ability to be proactive
 - B2B & B2C Selling
 - Account management
 - Communication & Presentation skills
 - Problem-solving capabilities
 - Strong Leadership Skills
 - Team-Oriented
 - Analytical Thinker
 - Results-Oriented
 - Sales Goals
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assigned field.

- Used multilingual expertise to improve communication skills resulting in positive customer feedback.
- Resolved customer queries through effective communication and providing step-by-step solution.

Professional Sales Representative, 02/2009 to 01/2010

Schering Plough - Riyadh, KSA

- Analyzed assigned accounts sales data for continued performance improvements against goals.
- Managed presentations for diverse client base, closing high-value deals through expert persuasion and negotiation skills.
- Positively influenced customer engagement through meetings and daily visits.

Medical Representative, 06/2006 to 01/2009

SAJA - Riyadh, KSA

- Communicated product benefits to potentially relevant customers prescribing/dispensing/using identified products.
- Visited stakeholders at hospitals and physician offices to provide information on SAJA products .

LANGUAGES

Arabic: Native language

English:  C1

Advanced

German:  B1

Intermediate

EDUCATION

Bachelor, Pharmacy, 2006

Jordan University Of Science & Technology - Irbid, Jordan
