

AHMED ALAA

Sales & Business Development Manager

PROFESSIONAL SUMMARY

Sales & Business Development Manager with over 14 years of experience in driving revenue growth, building client relationships, and expanding market presence in the training and education sectors. Proven expertise in B2B & B2C sales, team leadership, and market expansion with a strong record of exceeding sales targets and securing long-term partnerships. Skilled in sales strategy, negotiation, and client relationship management across diverse markets in Saudi Arabia and Egypt.

WORK EXPERIENCE

Royal Training Center. | Oct 2023 – Present

Sales and Business Development Manager.

- Developed and executed sales strategies to expand business presence across Saudi Arabia and Egypt, achieving consistent revenue growth.
- Built and maintained strong client relationships through effective communication, negotiation, and consultative selling.
- Identified and capitalized on new market opportunities, driving business expansion in competitive sectors.
- Monitored and analyzed sales performance metrics, providing insights to improve conversion rates.
- Consistently exceeded sales targets by implementing innovative business development tactics.

Beacon FinTrain for Financial Training | Oct 2022 – Oct 2023

Assistant Business Development Manager.

- Conducted market research to identify potential clients in the financial training sector.
- Cultivated strong relationships with new and existing clients.
- Designed and implemented sales and retention strategies.
- Analyzed sales data to optimize marketing and growth plans.
- Identified new business opportunities and strategic partners.

Russian Culture Center . | Sep 2013 – Sep 2022

Assistant sales manager.

- Continually meeting or exceeding sales quotas.
- Monitoring the performance of the sales team.
- Building and maintaining good working relationships with customers.

CONTACT

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 Cairo, Egypt

EDUCATION

 Faculty of Agriculture.
Cairo University (2005 – 2009).

Bachelor's Degree in Biochemistry

Grade: Good

PERSONAL INFORMATION

- Date Of Birth: 10/05/1988
- Marital Status: Married
- Military Status: Exempted

SKILLS

- Client Relationship Management (B2B & B2C)
- Team Leadership & Training
- Market Research & Analysis
- Business Development & Sales Strategy
- Negotiation & Closing Skills
- Time & Project Management

- Identifying opportunities and strategies to increase sales.
- Performing all duties of the Sales Manager in cases of absence or emergency.
- Supervising and guiding the sales team as well as providing incentives to motivate staff to achieve sales targets.

Senior sales team leader.

- Create an inspiring team environment with an open communication culture.
- Set clear team goals.
- Listen to team members' feedback and resolve any issues or conflicts.
- Oversee day-to-day operation.
- Monitor team performance and report on metrics.
- Motivate team members.
- Recognize high performance and reward accomplishments.

Sales team leader.

- Managing the day-to-day activities of the team.
- Motivating the team to achieve organizational goals.
- Conducting training of team members to maximize their potential.
- Empowering team members with skills to improve their confidence, product knowledge, and communication skills.

Orange. | June 2010 – Aug 2013

Customer Service Agent.

- Handle customer complaints and provide solutions to their problems.
- Sell Orange products and services and ensure proper collection of required documents.
- Support Customer Center team to achieve their KPIs.
- Handle customer center requests, stock and administrative work.

Global. | Nov 2009 – May 2010

Sales Representative.

- Acquired and retained customers in a competitive sales environment.
- Achieved monthly sales targets consistently.

TECHNICAL SKILLS

- MS Office (Word, Excel, PowerPoint)
- CRM Systems (Odoo, Hubspot)
- Adobe Suite (Photoshop, Illustrator, indesgin)

LANGUAGE

- Arabic: Native
- English: Very Good

CERTIFICATIONS

- Leadership Camp (LSC) Cairo, Egypt
- Marketing & Sales Diploma V-consolation, Malaysia
- Business Communication Diploma