

Cv.

SHERIF ZAKARIA

- JEDDAH, KSA
- MOBILE: 0570040214 – 0504595845
- EMAIL: SHERIF.BUSINESS77@GMAIL.COM
- DATE OF BIRTH: 26/11/1977

SUMMARY

Professional Sales Executive with [23] years of expertise maintaining superb customer care while attending to high call volume. Conducts sales outreach activities according to established objectives. Driven to maximize daily efforts to achieve call volume and talk time requirements. Gregarious individual seeking challenging role with ambitious team. Offers exceptional relationship building and prospecting skills. Data-driven and systems savvy.

EXPERIENCE

01/2023 to Current

Regional Sales Director, SADANA Trading Co. - Riyadh, Saudi Arabia

- Driving 71 men power, 92 M. Saudi Riyals yearly turn-over in my business area furthermore 21% growth
- Closed large sales to exceed quota and align with company targets.
- Liaised with potential customers to determine needs and provide recommendations.
- Participated in continuous product development training to maximize sales potential.
- Contacted current and potential clients to promote, upsell and cross-sell products and services.
- Leveraged CRM data to send targeted emails designed to increase sales.
- Set budget and monitored expenses to run profitable department.

01/2022 to 12/2022

Sales And Business Development Manager, HALA Co. - Jeddah, Saudi Arabia

- Built new 2400 customers of 2000 budget year has been launched our products.
- Identified cross-selling opportunities through ongoing customer needs analysis.
- Oversaw daily operations of [64] customer accounts with combined annual budget of [94 M.] SR.
- Demonstrated outstanding product knowledge to achieve high customer satisfaction levels.
- Picked up additional tasks to aid team success.

01/2017 to 11/2021

Regional Sales Manager, LOACER Co. - Dammam, Saudi Arabia

- Built new 13 trucks of retail sales in my area with growth 201%
- Creating regional sales plans and quotas in alignment with business objectives
- Supporting Store Managers with day-to-day store operation
- Evaluating store and individual performances thru a company KPIs
- Exceeded specific team goals and resolved issues, partnering with upper management team to share and implement continuous improvements.
- Built new business partnerships to drive customer acquisition and generate revenue.

03/2010 to 10/2016

Regional Sales Manager, BEIERSDORF (NIVEA Co.) ME. - Jeddah, Saudi Arabia

- Start-up business with 64 to 81 of men power, 112 M Saudi Rial turnover at first year to 392 M. Saudi Riyals achieved.
- Monitored sales team performance and provided training to help reach targets.
- Demonstrated outstanding product knowledge to achieve high customer satisfaction levels.
- Customized customer experiences to build brand loyalty.
- Built and maintained courteous and effective working relationships.

03/2008 to 02/2010

Assistant Sales Capability Manager, PepsiCo NA - Cairo, Egypt

- Coached and mentored junior team members, regularly assessing knowledge and skills gaps, and implementing corrective action.
- Produced high-volume orders to effectively meet customer demand.
- Handled 124 of inbound calls per day.
- Promoted safe working environment by implementing regulatory standards, policies, and guidelines.
- Created plans and communicated deadlines to complete projects on time.

05/2007 to 03/2008

Key Account Manager, PepsiCo ME. - Dubai, United Arab Of Emirates

- Driving 72 weight customers with 28 trucks
- Managed key account matters including solving issues, updating on project milestones, attending meetings, and managing other communications.
- Tracked and analyzed key account trends, identifying opportunities for growth, and eliminating potential threats.

04/2004 to 04/2007

Senior Key Account Manager, ULKER Co. - Dammam, Saudi Arabia

- Tracked and analyzed key account trends, identifying opportunities for growth, and eliminating potential threats.
- Applied excellent negotiation, upselling and sales techniques to maximize revenue.
- Managed key account matters including solving issues, updating on project milestones, attending meetings, and managing other communications.

01/2002 to 03/2004

**Territory Development Manager (TDM.) PepsiCo NA. -
Zagazig, Egypt**

- Referenced weekly sales ad and promotional signage to verify and enforce correct pricing.
- Closed large sales to exceed quota and align with company targets.
- Contacted customers to set-up appointments, monitor satisfaction levels and upsell additional offers.

12/1999 to 12/2001

**Account Development Representative (ADR.) PepsiCo NA. -
Zagazig, Egypt**

- Referenced weekly sales ad and promotional signage to verify and enforce correct pricing.
- Liaised with potential customers to determine needs and provide recommendations.
- Studied competitors to develop innovative selling strategies.
- Developed innovative marketing campaigns to drive substantial sales.

SKILLS

- Client communication
- Sales and market development.
- Upselling expertise
- Expense reporting
- Sales training
- New account development
- Sales techniques
- Marketing and sales strategies.
- Sales goal attainment
- Team management
- Sales forecasting
- Brand-building strategies
- Business development

EDUCATION

2013

**Master of Business Administration, American University in Dubai – UAE
1999**

Bachelor Of Physical Ed., Zagazig University – Egypt

LANGUAGES

Arabic: is the Mother Lang.

English: Fluent

DRIVING LICENSE

- Saudi Arabia
- Egypt
- Bahrain
- UAE