Ahmed

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FMCG / Foods / Beverages / Food Processing

Seeking a sales job that offers a vibrant workplace where I can use my solid sales experience and proven customer-relationship strengths to achieve challenging sales goals.

# PERSONAL INFORMATION

Born May 13st, 1985

Citizenship: Egyptian

Marital status: married, 2 kids

# WORK HISTORY

11. 2013 - present alsafi danone llc (UAE)

**Area sales supervisor**

* Implementation of the sales fundamentals :coverage, distribution and visibility
* Daily visit to the field with my team work to evaluate performance and help in improving
* Develops the weekly plans for the area in line with targets and send those plans to the branch or area sales manager
* Train in a positive spirit the team work starting with fair targets and fair evaluation of individual performances
* Personally involved and responsible for the cash collection with the team work and the accountant
* Implements the rental and discount agreements with customers following company policy
* Safe guard the company assets (vans ,fridges ,creates ,HHT ,POSM)
* Responsible about the data base to be accurate like customer name, NO, what kind of assets inside stores.
* Making sure that the all team work respecting safety requirement.
* manage the position of chillers inside the stores
* OOS inside the stores.
* Strive to minimize staff turnover and keep motivated.
* Assist the sales manager in revising and implementing the sales strategies plans.
* Assist the sales manager in generating sales opportunities by identifying appropriate business targets.
* Assist the sales manager in providing a professional and excellent level of customer service with existing and new customers.
* Leading and motivating the sales employees toward achieving the sales objectives of the company.

07. 2009 – 10. 2013 PepsiCo Egypt

**Area Development Representative (ADR)**

* Sell targeted new accounts
* Sell in new products, equipment and merchandising techniques to existing customer base where opportunities are identified by the TDM.
* Sell in authorization for products, packages and promotions to all Regional Accounts within the territory.
* Communicate & support the roll out of consumer & trade activities.
* Participate in negotiating & drive the execution of all CDAs within the territory.
* Ensure that all targeted accounts in the territory are compliant with the Pepsi-Cola merchandising & presence standards (model store)
* At the direction of the TDM, demonstrate selling techniques through joint calls wit
* Actively participate in problem solving meetings with territory colleagues
* Achieve Pepsi-Cola share of presence in the Territory.
* The roll out of Company’s trade & consumer initiatives in the territory.
* Execution of CDAs for all targeted customers.
* Maximizing the return on the company’s infrastructure investment through the achievement of penetration objectives.

01.2009 – 07.2009 PepsiCo Egypt

Territory Coordinator

* Ensure coverage of all routes daily, running emergency routes when necessary.
* Hire, train and motivate temporary helpers.
* Coordinate vacation and sick days for all customer representatives within the territory.
* Manage all miscellaneous activities to ensure that the TDM has time to coach
* Provide routing and file maintenance support.
* Ensure selling tools and point of purchase material is available with all CRs.
* Coordinate completion of identified resets, special events and equipment delivery as and when it is needed.
* Identify recurring problems for continuous process improvement.
* Actively participate in problem solving process
* Execute action plans as directed by TDM in problem solving.
* Ensure the collection of all Key Performance Indicators (KPIs) as per the company’s direction.

06.2008 – 01.2009 PEPSICO EGYPT

**Supply Coordinator**

* Manage the delivery process of finished goods on behalf of PepsiCo to Abo Dawood Co.
* Responsible for the supervision of the inbound and outbound traffic
* The preparation of management reports as well as analyzing statistical data
* Client facing and develop and maintain good client relationships delivering the very best in customer service.

# EDUCATION

01.2003 – 08.2007 Assiut University

BS in Accounting

* Accounting
* Organizational Behavior
* Management
* Economics
* Intermediate accounting
* Auditing
* Business analysis
* B2B marketing
* Market research
* Insurance
* Business statistics
* Finance &Financial management

# Qualifications

KA Management Handling top key account customers inside the territory

HORECA Handling all the top HORECA in Dubai

Team Management Managing & coaching CR, Helpers &Merchandisers

FMCG +8 Years’ experience

# Projects

**Distribution van Plan O Gram**

* it is the easy way to arrange the finished goods reay for sales inside the selling van
* this project save almost 30% of loading time
* this project give enough time for the sales team to save thier time and company time and serve more customer because it is easy way to pick up the products from the distribution van
* this project had a positive reflect in increasing number of sucessed visits

# Language

* English
* Arabic

# Certifications

* Excellence in sales from Pepsico
* Defensive driving course from PepsiCo
* Facilitate course
* The solution I am human development cycle.
* Advanced MS Excel Workshop from Evanson Training (Dubai)