

# MAHMOUD MOHAMED ABOU ELNAGA

MBA (Marketing) at Edinburgh Business School



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Business-Unit Sales Manager at Al-Fares Al Arabi Trading Co. Ltd



## Summary

Track record of +15 years of sales success, and ability to plan, develop and execute sales strategy. +15 years' experience derived from my highly motivation, +15 years' experience provided to me the achievement-oriented concept, +15 years' experience only success I knew, year by year development, improvement, experience, management, strong proficiency, customers loyalty, competitive advantage, corporate objectives achievement with a limited allocations and resources, team synergy, innovativeness, profitability, contribution to customers, contribution to the team, new products, new markets, long term relationship with customers, issues solutions, vertical integration, market share growth and so on., all of which were provided via my focus on our fundamentals (coverage, Productivity, distribution, visibility, and sales)

## Work History



June 2020 – present ((Al-Fares Al Arabi Trading Co. ))

### Business-Unit Sales Manager

**Key Responsibilities: - Managing 4 sales supervisors (1 Key Account, 1 self Service, and 2 Cash Van).**

Responsible for planning, implementing, and directing the sales activities of the company in a designated area to achieve sales objectives. Develop a sales strategy to achieve organizational sales goals and revenues.

Set individual sales targets with sales team. Delegate responsibility for customer accounts to sales personnel. Co-ordinate sales action plans for individual salespeople. Track, collate and interpret sales figures.

Oversee the activities and performance of the sales team. Ensure sales team has the necessary resources to perform properly.

Monitor the achievement of sales objectives by the sales team. Liaise with other company functional departments to ensure achievement of sales objectives. Evaluate performance of sales staff

Provide feedback, support and coaching the sales team. Plan and direct sales team training. Assist with the development of sales presentations and proposals. Investigate lost sales and customer accounts.

Forecast annually, quarterly, and monthly sales revenue. Generate timely sales reports. Maintain inventory control. Develop pricing schedules and rates. Formulate sales policies and procedures. Help prepare budgets. Control expenses and monitor budgets. Conduct market research and competitor and customer analysis.

Analyze data to identify sales opportunities. Develop promotional ideas and material.

Cultivate effective business relationships with executive decision makers in key accounts. Personal attention to main customers.

Understanding market opportunities through developing an awareness of the analytical process used to identify opportunities and threats in the firm's environment which may influence profitability and market position, and to segment and target markets as well as position the firm's products against market needs and competitive offerings by developing sales strategies for exploiting opportunities and overcoming threats, especially those relating to PLC (new product entries, growth markets, mature/ declining markets), and that strategies based on the components of 4Ps ( product, price, channels, and promotion) with putting an eye on 4Cs (customer, competitors, company, and environmental context).

The key strategy to be pursued is "Go-to-market strategy "with which I can illustrate the importance of integrated sales strategy in today's business, and by which I know that a strong customer focus and well-conceived and executed sales strategies will be even more crucial for the success as the global marketplace becomes more crowded and competitive. Finally, carry out my annual plan after all of above knowledge to be a blueprint for action: - Executive summary, current situation and trends, performance review, key issues, objectives, sales strategy, action plan, projected profit and loss statement, and contingency plan, all of which are my guiding star.



**Aug 2012 – June 2020 ((AMS Baeshen & CO “Rabea Tea”  ))**

## Sales Supervisor

### Key Responsibilities: - Managing 11 Salesmen (2 Self-Service, and 9 Cash Van)

Execute the sales plan for the region and achieve the sales volume, net revenue, market execution and customer service objectives through effective leadership and maximum utilization of the region’s sales team.

Train, motivate, direct, and prepare the team to deliver high standard results aligned with company strategies.

Provide on going coaching to all the team members within the region and ensure they are properly equipped, trained, and motivated to achieve their objectives.

Develop strong relationship with Key self-service customers within the region.

Report competitive activities to sales and marketing departments as and when it happens with the recommended corrective actions

Provide the logistic department with yearly and quarterly production plan for the region.

Provide the Marketing manager a monthly suggested promotion plan for the region by channel

**Key Achievements** ● Established significant recognition for previously unknown product for both custom and stock brand ● Adding new segments ● customers relationships improvement ● Distributing new to the market products. (7new launchings in 2016, 8 in 2017, 11 in 2018, and 8 in 2019) ● Increased numbers of salesmen in RVO channel (8 vs. 3 in 2018, 9 in 2019, 18 in 2020) ● More focus on upcountry (more opportunities over there, main growth) ● Focused on SS Direct channel (221% growth vs. 2019, and 113% YTD vs. YAGO) ● Improved all KPIs (key performance indicators) ● New strategy pursuit to avoid strategic inertia. ● Synergy implementation within all functional departments ● 9 market share points increased vs. our closest competitor 2019 vs. 2018 based on AC Nielson last reading.



**Nov 2010 - Aug 2012 ((Egypt Foods Group))**

## Sales Supervisor

### Key Responsibilities: - Managing 10 Wholesale Salesmen

Develop and present Sales plans and budget that deliver company agreed SMART objectives ● business, channel, and region strategies and plans ● Create customer focus throughout our business ● Target customers precisely ● Our customer value is our guiding star ● Make our products readily available ● Increase Market share ● Market segmentation if needed to improve performance ● Sustainable Competitive advantage\_ ● Positioning our products to differentiate it from competitors\_ ● Increase our customers perception about our Brand Equity\_ ● Analyzing, Planning, Implementing, Coordinating, controlling, and following up based on 4Cs as a basis of our orientation Decision making (What to do? When to do? and How to do?) ● Identifying external threats to avoid and opportunities to pursue ● Measure and manage customer expectation Hierarchy of priorities (to avoid any trade-offs, objectives and sub-objectives) ● Achieve distribution, volume targets, Build a long-term relationship with customers Reporting and administration



**Nov 2008 - Aug 2010 ((Arabian Trading Supplies))**

## Sales Representative.

**Key Responsibilities** ● Achieve company objectives. ● Make our products readily available ● Sustainable stability ● Build long term relationship with customers, and a brand lasting awareness ● Planning, implementing following up, and controlling 4 Ps ● Grow with our partners and alliances, as it was B to B ● Business development, agreements negotiation and implementation



**Jun 2005 - Oct 2008 ((Speed Ahmed Hassan (Distributor of P&G))**

## Salesman

**Key Responsibilities** ● Directly reporting to Regional Sales Manager ● Achieving distribution, volume targets and by SKUs

# Education



Master of Business Administration (Marketing) Edinburgh Business School (Scotland, UK)



Bachelor of Arts Department of English El Menofyah University (Egypt)

# Skills

## Sales Presentation

To review what we have achieved, current situation, and our future plan in a specific time frame.

## Challenge

With myself, my colleagues, competitors, and future

## Planning

Knowing contents of planning helps me to make an intelligent one (Executive Summary, Current Situation, Performance Review, Key Issues, Objectives, Strategy, Action Plan, Profit and loss Statement, Controls, Contingency Plan) that is why I have never failed.

## Negotiation

+15 Years sales experience have taught me actual negotiation and immediately problem solving beside that course was taken by P&G

## Communication Skills

Basic Skills is communication within which you gain and build the long term and lasting relationships with customers that is the competitive advantage and within which I differentiate our company from competitors

## Management

What to do? when to do? How to do? who is responsible for what? Real means of decision making

# MBA

## Studying at Edinburgh Business School has strongly helped me to success: -

- Marketing Management Process ●Corporate Strategies and their Marketing Implications
- Business Strategies and their Marketing Implications ●Environmental Analysis (Tools to Identify Attractive Markets)
- Industry Analysis and Competitive Advantage ●Understanding customer buying behavior
- Understanding Organizational Markets and Buying Behavior ●Measuring Markets Opportunities, Forecasting, and Markets Research
- Market Segmentation, and Target Marketing ●Positioning
- 4 Ps (Product, Price, Promotion, and Place ●Marketing Strategies for the Product Life Cycle
- Planning for Effective Implementation ●Measuring and Delivering Performance