

CURRICULUM VITAE

Sami Saab

E mail: samisaab2013@gmail.com

Mobile: 055-3294455

Dubai , UAE.



SUMMARY

Date of birth	17 jully1975
Nationality	Syrian
Marital state	Married/ 3 child
UAE residence status	RAGT- sponsorship
Driving license :	Valid UAE

Languages

- English (fluent)
- Arabic (Native)

Education :

Ibrahim Zen Al deen - Highschool	1993
Account Institute In Damascus	1995
Mini MBA ,Nottingham International University	2017
Diploma In Sales Management ,IBDA Consultation	2017
Diploma In Marketing ,IBDA Consultation	2017
Diploma In H/R Management , IBDA Consultation	2017

HELLO .

I am an ambitious Sales Supervisor who has a long track record of exceeding set targets and looking for a suitable leadership position that offers opportunities for advancement into sales management.

WORK EXPERIENCE

Royal Afaq general trading December 2018 , till now

Key Account Manager and Sales Supervisor:

Hotels , Restaurant , catering (Horeca)

Develop new business opportunities with individual accounts within the territory. Support customer representatives in growing the accounts, by selling new distribution and programs.

Manage the development of specific accounts within the territory. Develop profitable new businesses and grow existing customer base by selection, coaching, training the territory team (sell through others). Be the voice of the territory customers within the company.

MULTI DIMENSION GENERAL TRADING

/October 2016 – October 2018

Key Account Manager : *Hotels , Restaurant , catering (Horeca)*

KEY PERFORMANCE AREAS (KPA'S) AND PRINCIPLE ACCOUNTABILITIES

1- Developing the Designated Team Targets

- Set clear, SMART targets for the CR's and deliver the objectives that are consistent with

company goals and AOP with each member of the territory team in line with their KPA's on their job profile.

- Review progress versus the objectives at weekly meetings and take corrective action as appropriate

- Ensure the clear communication and adherence of pricing and promotions

2- Transferring and Building Capability

- Provide recognition and consistent feedback to frontline team members

- Update the Territory Scoreboard on a weekly basis

- Lead problem solving

- Assess performer capability through WORK* WITHs and ONE on ONE's providing

development feedback to frontline

- During WORK*WITHs, model desired behavior or target skill by making demonstration

calls

- Maintain records of WORK*WITH objectives and progress

- Deliver group training and coaching as required

- Assist Territory Coordinator in daily problem solving process

3- Managing the Customers

- Support successful execution of core work (delivery, backroom, management,

merchandising and equipment)

- Maintain a physical presence in the territory to ensure understanding of customers' needs

4- Managing the Team

- Manage the performance of the teams, guide, coach and develop them

- Coordinate and work closely with direct reports, to develop strategies to motivate and to

retain the sales teams. Supervise, motivate and monitor the team performance

5- Developing Business Strategy

- Sell to the targeted new accounts and customers with multiple outlets

- Sell in new products, equipment and merchandising techniques to existing customer base

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where opportunities are identified by the TDM.

- Sell in authorization for products, packages and promotions to all regional accounts within

the territory.

- Communicate and support the roll-out of consumer and trade activities.
- Participate in negotiating and drive the execution of all CDA's within the territory.
- Ensure that all the targeted accounts in the territory are compliant with the

MULTI DIMENSION GENERAL TRADING

merchandising and presence standards (model store)

- Keep the account files in line with Pepsi standards.

6- Providing Territory Support

- Demonstrate selling techniques through joint calls with CR based on TDM direction

- Actively participate in problem solving meetings with territory colleagues

7- Monitoring and Tracking the Performance Distributor -- WAT / Traditional Wholesaler

- Measure and influence distributor's productivity (Volume growth, out of stock, delivery, price)

- Ensure key accounts distribution to support distributor (Ensure secondary distributors for traditional wholesalers)

- Develop potential wholesalers for backup.

KEY PERFORMANCE INDICATORS (MEASURES)

1-Territory volume, width and depth of distribution, merchandising standard and sales performance

2-Share of presence in the Territory

3-Sales and Distribution KPIs (key performance indicators)

Execution of company's consumer and trade initiatives

4-Availability of all SKU's (shelf keeping units) within territory as per company guidelines

5-Volume, distribution and share of presence in the territory.

The roll out of company's trade and consumer initiatives in the territory.

6-Execution of CDAs for all targeted customers.

Maximizing the return on the company's infrastructure investment through the achievement

of penetration objectives

7-Account quality

Consistent high integrity

8-Distributors sales target, Distribution term.

Al RAWABI GENERAL TRADING

July 2013 – September 2016

SALES SUPERVISOR And key Accounts

- Responsible for the overall sales strategy of assigned area and routes.

Monitor daily activities of salesman and follow up on sales progress and accomplishments.

- Conduct regular meetings with the Sales Manager for feedback on status of sales.
- Check expired goods, cash shortages on daily basis and ensure payments collection.
- Establish and maintain good contact with all customers and maintain updated Customer details of the assigned area.
- Travel with the sales team regularly, provide backup to the team whenever necessary. Ensure physical involvement in operation of route when staff shortages arise.
- Generate daily and monthly status reports regarding the overall sales achievements and also competitor activities.
- Co- ordinate and implement sales targets set by the department head, prepare sales statistics and related forecasts.
- Ensure proper implementation of sales campaigns / promotional activities.
- Ensure proper implementation of company policy on financial and sales related matters.
- Sell targeted new accounts

- Identify and lock potential new accounts Establish/ negotiate and lock plans into Customer Development Agreement In line with company policies and budge.
- Obtain best selling position in all the accounts.
- Communicate standards and customer commitments to the field and follow-up implementation.
- Contact new and existing customers to discuss their needs and to explain how these needs could be met by specific products and services.
- Answer customers' questions about products, prices, availability, product uses, and credit terms.
- Communicate with colleagues to exchange information such as selling strategies and marketing information.
- Ensure pricing guidelines and merchandising standards are fully executed.
- Ensure successful compliance of Customer Development Forecast.
- Monitor performance and taking corrective action where appropriate.
- Managing Financial Settlements.

Al RAWABI GENERAL TRADING company

July 2012 -july 2013

Position: Sales Representative.

General Summary: Achieves maximum sales profitability, growth and account penetration within an assigned territory and/or market segment by effectively selling the company's products and/or related services. Personally contacts and secures new business accounts/customers.

CORE FUNCTIONS:

- Promotes/sells/secures orders from existing and prospective customers through a relationship-based approach.
- Demonstrates products and services to existing/potential customers and assists them in selecting those best suited to their needs.

DETAILS OF FUNCTION:

- Establishes, develops and maintains business relationships with current customers and prospective customers in the assigned territory/market segment to generate new business for the organization's products/services.
- Makes telephone calls and in-person visits and presentations to existing and prospective customers.
- Researches sources for developing prospective customers and for information to determine their potential.
- Develops clear and effective written proposals/quotations for current and prospective customers.
- Expedites the resolution of customer problems and complaints.
- Coordinates sales effort with marketing, sales management, accounting, logistics and technical service groups.
- Analyzes the territory/market's potential and determines the value of existing and prospective customers value to the organization.
- Creates and manages a customer value plan for existing customers highlighting profile, share and value opportunities.
- Identifies advantages and compares organization's products/services. • Plans and organizes personal sales strategy by maximizing the Return on Time Investment for the territory/segment.
- Supplies management with oral and written reports on customer needs, problems, interests, competitive activities, and potential for new products and services.
- Keeps abreast of product applications, technical services, market conditions, competitive activities, advertising and promotional trends through the reading of pertinent literature and consulting with marketing and technical service areas.
- Participates in trade shows and conventions.

Al RAWABI GENERAL TRADINGCOMPANY

March 2005- July2012

Position: Logistic And Store Manager

- Receiving of Materials & Stored Entry by Computer
- Raise Materials Purchase Requisition
- Maintain Order Level of Materials
- Keep Exact Record of Incoming & Outgoing Materials my self
- Issue and Deliver Materials to Various Units, Departments and Individuals
- Reports on Daily Leases to Store Manager Regarding Store Affairs with proper Logistics and Time Management Technique
- Manage Inventory Control System
- Supervise Store Personal and Monitor Their Activities
- Implement Quality Management System for store, Preservation, Dispatch and Delivery
- Assiting in Administration Activities
- Co-ordination with Management Staff & Others
- Updating the Database of Employee / Materials using Computer or Manuals
- Make Dispatch and Delivery as per Invoice Number and Item Code
- Checking the Email, Receiving / Sending for the Company Purpose
- Carrying out such other tasks are entrusted by Management

Professional skills & traits

- Multi-tasked with ability to work independently and under pressure
- Efficient , ambitious, hard working and committed to excellence
- Strong skills in the areas of customer service, sales and promotions

(SAMI SAAB)