

AHMED MOHAMMED BABIKER MALIK

SALES REPRESENTATIVE



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Single



Sudanese



Al-Shafi Street, Ar Rayyan, Doha

SUMMARY

I am Ahmed Mohammed Babiker Malik, a Sudanese sales representative with extensive experience in diverse fields, including selling foodstuffs and car tires. I hold a bachelor's degree in Political Sciences & Strategic Studies and have worked with reputable companies like Elbarbary Advanced Business Co. Ltd and Al Afrah Tobacco.

My career is characterized by versatility, continuously enhancing my skills and acquiring certifications in sales, marketing, and customer relationship management. I play a crucial role in achieving company goals, working diligently and motivating my team toward excellence.

I possess strong negotiation skills, customer relationship management expertise, and proficiency in modern tools like Quick Books and Excel. Additionally, I am fluent in both Arabic and English, facilitating effective communication with clients and colleagues alike

EDUCATION

Bachelor of Political Sciences & Strategic Studies

University of Alzaim Al Azhari

2008 - 2012

Khartoum, Sudan

WORK EXPERIENCE

Elbarbary Advanced Business Co. Ltd | Automobile Division 10/2020 - 02/2023

Sales And Marketing Representative

Khartoum, Sudan

- As a Sales Trainer at Elbarbary Multi-Activity Company in the Automotive Division, I play a pivotal role in representing globally renowned brands such as Hyundai, Toshiba Carrier, and Hero. My responsibilities include promoting and selling a diverse range of products, including cars, oils, lubricants, tires, and batteries.
- In this dynamic role, I am tasked with providing in-depth product knowledge to both clients and the sales team. I focus on conducting training sessions to enhance the sales force's understanding of Hyundai vehicles, Toshiba Carrier air conditioning systems, and Hero motorcycles. I work closely with the team to ensure they grasp the technical specifications, unique selling points, and after-sales services associated with these brands.
- Additionally, I collaborate with the marketing and sales departments to develop and implement effective sales strategies. This involves staying informed about market trends, conducting competitor analyses, and providing valuable insights to contribute to the company's overall success.
- My role extends beyond sales training to encompass customer relationship management. I am dedicated to building and maintaining strong relationships with clients, addressing their inquiries, and ensuring their satisfaction with our products and services.
- As the representative of Elbarbary Multi-Activity Company in the automotive sector, I take pride in promoting the quality and excellence associated with Hyundai, Toshiba Carrier, and Hero, positioning the company as a trusted and leading player in the Sudanese market.

AL Afrah Tobacco

08/2018 - 10/2020

Sales And Marketing Representative

Khartoum, Sudan

- As a Retail Sales Trainer at Al-Afraah Tobacco Factory, I take pride in representing the leading manufacturer of diverse shisha tobacco blends in Sudan. My role involves launching new products and ensuring their success in specialized and local markets. I coordinate effective distribution and present products attractively, emphasizing building strong customer relationships.

Adiyat Marketing & Distribution

11/2016 - 08/2018

Sales And Marketing Representative

Khartoum, Sudan

- As a Sales and Marketing Specialist at Adyat, the exclusive distributor for Unilever in Sudan, my role encompasses diverse responsibilities aimed at promoting and distributing Unilever's products effectively in the market.
- Responsibilities:
 - Efficiently distribute and promote Unilever products according to marketing and sales plans.
 - Monitor product movement and compile regular reports on performance and sales.
 - Conduct ongoing market research to understand customer needs and anticipate potential challenges.
 - Analyze market competition and trends to formulate effective marketing strategies.
 - Work according to KPIs system to measure and enhance performance.
 - Build and strengthen strong customer relationships to ensure satisfaction and business continuity.
 - Ensure completion of sales transactions and efficient revenue collection.
- This role requires analytical, planning, and effective communication skills, along with a commitment to quality and performance standards.

Sudani Mobile

05/2014 - 05/2015

Customer Service Representative - Call Center

Khartoum, Sudan

- As a Customer Service Representative in the Call Center at Sudani Mobile, my responsibilities revolve around promptly addressing customer inquiries, resolving issues, and providing clear guidance on suitable solutions. Additionally, I am tasked with maintaining customer satisfaction, as well as actively engaging in acquiring new customers through effective outreach.
- Responsibilities:
 - Professionally and efficiently respond to customer inquiries.
 - Resolve technical or service-related issues promptly and effectively.
 - Clearly guide customers to appropriate solutions in a comprehensible manner.
 - Maintain strong relationships with existing customers and enhance their overall experience.
 - Actively engage in acquiring new customers through offering compelling and positive promotions.
 - Document and record call details and issues for statistics and analysis purposes.
 - Collaborate effectively with the rest of the customer service team to improve processes.
- This role requires effective communication skills, excellent customer handling abilities, and the capacity to work in a fast-paced environment.

Abu Alfadil plaza Finance

06/2013 - 05/2014

Internal Sales Representative

Khartoum, Sudan

- As an Internal Sales Representative at Abu Al-Fadl Plaza, my responsibility is to achieve successful sales across a diverse range of products including electrical tools, household utensils, home and office furniture, clothing, and various other departments.
- Responsibilities:
 - Provide excellent customer service and effectively engage with mall visitors.
 - Achieve monthly and annual sales targets set by the management.
 - Offer advice and technical information about products to customers.
 - Organize and present products in an attractive manner to capture attention.
 - Monitor inventory updates and provide regular reports.
 - Interact with customers to understand their needs and offer suitable solutions.
 - Collaborate effectively with other sales team members and mall departments to enhance services.
- This role requires effective communication skills, the ability to handle a diverse range of products, and positive customer interaction to ensure a distinctive shopping experience.

National Health Insurance Fund SUDAN

06/2012 - 01/2013

Data Entry

Kassala, Sudan

- As a Data Analyst at the National Health Insurance Fund in Kassala State, I was responsible for accurate and secure data entry. I conducted in-depth analysis to produce periodic studies that contributed to enhancing health insurance services. Addressing issues and organizing information for easy accessibility were integral parts of my role. I also established connections between main and subsidiary centers, facilitating seamless communication within the organization and ultimately improving production efficiency and overall fund performance.

Yalmazturk International for Development

02/2011 - 03/2012

Trainee Sales Representative

Khartoum, Sudan

- As a Trainee Sales Representative at Yalmazturk Company, my role involves learning and contributing to the sales of modern, high-quality doors, windows, and home furniture made from contemporary materials such as MDF and BVC.
- Responsibilities:
 - Acquire in-depth knowledge of the company's products, focusing on doors, windows, and home furniture crafted from MDF and BVC.
 - Shadow experienced sales representatives to learn effective sales techniques and customer engagement.
 - Assist in presenting and promoting the products to customers in a compelling and informative manner.
 - Understand customer needs and provide suitable solutions based on product features and benefits.
 - Participate in sales meetings and training sessions to enhance product knowledge and sales skills.
 - Collaborate with the sales team to achieve individual and team sales targets.
 - Learn to effectively use sales tools and software for tracking and managing customer interactions.
- This position is designed to provide comprehensive training in sales methodologies and product knowledge, fostering your development into a successful Sales Representative in the field of modern doors, windows, and home furniture.

COURSES AND CERTIFICATIONS

Certified Professional Trainer - CPT

29/08/2022

BRITISH BOARD FOR TRAINING AND CONSULTING LTD

Khartoum, Sudan

60 Hrs

Professional Mini master in marketing and Sales

01/08/2022

BRITISH BOARD FOR TRAINING AND CONSULTING LTD

Khartoum, Sudan

160 Hrs

Negotiation skills

04/07/2022

Delight Training Center

Khartoum, Sudan

12 Hrs

Customer Relationship Management

02/07/2022

Delight Training Center

Khartoum, Sudan

12 Hrs

Digital Marketing

27/06/2022

Delight Training Center

Khartoum, Sudan

16 Hrs

Professional Sales

21/06/2022

Delight Training Center

Khartoum, Sudan

20 Hrs

Branding and Communication

Delight Training Center

20 Hrs

15/06/2022

Khartoum, Sudan

Commercial Marketing

Delight Training Center

8 Hrs

13/06/2022

Khartoum, Sudan

Professional Marketing

Delight Training Center

12 Hrs

09/06/2022

Khartoum, Sudan

Strategic Planning

Delight Training Center

20 Hrs

04/06/2022

Khartoum, Sudan

Quick Books & Excel

Faid Technology

12/04/2015 to

12/06/2015

Kassala, Sudan

Internet Explorer

Faid Technology

20/05/2008 to

01/06/2008

Kassala, Sudan

Maintenance Computer Software and Hardware

Faid Technology

05/05/2008 to

01/06/2008

Kassala, Sudan

S K I L L S

- Product Knowledge
- Strong Knowledge of common business
- Ability to make business control
- Strong problem-solving
- Scheduling skills
- Ability to manage a projects
- Ability to deliver sales presentations
- Analytical skills
- Collaboration
- Leadership
- Interpersonal Skills
- Attention to detail

C O M P U T E R S K I L L S

- Social Media Management
- Windows skills
- Quick Books
- Word
- Excel
- PowerPoint

L A N G U A G E S

- Arabic
Native Language
- English
Professional working proficiency