




# Musab Ahmed

## Internal Sales Engineer

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### Profile

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Results-driven and customer-focused Parts Sales Representative with a proven track record of exceeding sales targets and providing exceptional service. Seeking a challenging position to leverage my extensive knowledge of gensets and heavy equipment's, strong interpersonal skills, and strategic sales acumen to contribute to the growth and success of a dynamic organization.

Eager to apply my expertise in building lasting client relationships, driving revenue growth, and ensuring customer satisfaction in a fast-paced and competitive sales environment.

### Professional Experience

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#### Parts Sales Representative

Apr 2021 – present | Sudan

##### *Dal Energy - Perkins Regional Dealer*

- Exceeded quarterly sales targets by 20%, contributing to a significant boost in revenue.
- Developed and maintained strong customer relationships, resulting in increased customer loyalty and repeat business.
- Utilized extensive product knowledge to provide accurate and tailored recommendations to customers.
- Collaborated with the service department to streamline the parts ordering process.
- Resolved customer concerns and issues promptly.
- Generated comprehensive sales reports, lost sales report, sales forecast and stock analysis report for the top management.
- Encourage participation in all sales promotions and events.
- Record all accomplishments related to customer calls, customer updates, and customer opportunities within the CRM system.

- participating in the process of responding to tender invitations or requests for proposals (RFPs) from potential clients or customers. (overhauling or engine replacement).
- Develop and assess leads for tenders or significant RGQs and liaise with regional brand managers for further actions.
- Receive delivery status and maintain strong positive relationships with customers.

#### **Parts Advisor**

Oct 2018 – Mar 2021 | Sudan

*Mirza Trading & Investment Co. Ltd*

- Managed inventory of parts, ensuring optimal stock levels to meet customer demand while minimizing excess inventory costs.
- Collaborated with service department to accurately identify and source the correct parts.
- Conducted regular audits of parts inventory to identify obsolete or slow-moving items, resulting in a 10% reduction in inventory holding costs.
- Coordinated and executed seamless transfer of parts inventory between branches, ensuring timely availability of stock and reducing backorders.

#### **Order Inventory & Supply Chain Officer**

Jun 2015 – Sep 2018 | Sudan

*Wad Douka Multi Activities*

- Developed and maintained strong relationships with suppliers, negotiating favorable pricing terms and improving on-time delivery performance.
- Conducted regular analysis of supply chain processes, identifying areas for improvement and implementing streamlined procedures.
- Collaborated with cross-functional teams to forecast demand accurately, facilitating effective procurement planning and reducing excess inventory.

Education

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**Bachelor of Mechanical Engineering**  
*Sudan University of Science & Technology*

Nov 2016 | Sudan

Skills

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<b>Product Knowledge</b>	<b>Customer Service</b>
<b>Communication Skills</b>	<b>Organization and Time Management</b>
<b>Negotiation Skills</b>	<b>CRM</b> (Customer Relationship Management)
<b>MS Office</b> (Excel, Power point, Word, Outlook)	<b>Multitasking and detail oriented.</b>
<b>SAP ERP</b>	<b>Microsoft Dynamic ERP</b>
<b>Sales Forecast</b>	<b>Accounts Management</b>
<b>Sales Operation</b>	<b>Follow-up skills</b>
	<b>B2B &amp; B2C Sales</b>

Courses

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<b>MEP</b> <i>Top Leaders Training Center</i>	2020
<b>Safety Fundamentals</b>	2017
<b>Industrial Hydraulic</b> <i>German Sudanese Institute</i>	2015

Languages

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- Arabic
- English