

Mohamed Fakhr Eldin Eltahir | Sales Engineer

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Professional profile

I am a motivated and results-oriented mechanical engineer with a Master's degree in strategic planning. I am capable of working both independently and as part of a team to accomplish tasks within specified deadlines. I possess excellent written and verbal communication skills. With 6 years of experience in the field of industrial oils and lubricants, I have developed a strong knowledge of base oils, industrial oils, and chemical additive technology. My experience includes oil testing and development, business development, sales, negotiation, customer account management, and customer relationship development and maintenance, as well as needs analysis.

Professional Experience

January 2021 – present Abdelhameed Abdlmoniem Trading Enterprises

(National Lube-Sudan)

Sales Engineer

- Developed business plans, sales processes, and marketing strategies that ensured achieving sales targets and profitability.
- Developed and maintained relationships with key customers and partners, resulting in a (20-25) % increase in customer retention annually.
- Analyzed customer requirements and developed technical solutions to meet their needs, leading to a (15-20) % increase in order volume annually.
- Successfully penetrated the market with new products and acquired (5-7) key customers annually, resulting in a (25-30) % increase in the company's market share annually.
- Assisted in preparing sales budgets for regions, selecting appropriate distributors, and approving projects that achieve sales objectives.

January 2018 – January 2021

Technical Sales Engineer

- Documented all technical processes related to customer support, resulting in increased efficiency of the sales team and a (10-15) % reduction in wait and response time for customers annually.
- Worked on improving sales processes and proposals, leading to a (15-20) % increase in the completion of expected deals.

- Provided technical support to partners and customers, resolving 70% of technical issues within 24 hours, resulting in a 20% increase in customer satisfaction annually.
- Delivered technical and marketing presentations to partners, enhancing customer trust and satisfaction, resulting in a (20-25) % increase in recommendations and referrals from partners annually.

December 2014 - December 2015 Kenana Sugar Company
Maintenance Engineer (National Service)

- Maintained fleet vehicles in good working condition by adhering to scheduled preventive, planned, and corrective maintenance according to manufacturers' recommendations.
- Planned preventive maintenance operations for vehicles, resulting in a 15% reduction in machinery and equipment failure rates and a 20% increase in their lifespan.
- Diagnosed problems and faults in devices and equipment using appropriate tools and supervised the execution of both simple and complex maintenance tasks, as well as conducting maintenance testing.
- Explained and simplified complex mechanical problems for individuals and groups working in maintenance, providing continuous training for anticipated and occurring issues.

Competencies and Skills

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|---|---------------------------------|
| - Marketing and sales. | - Market trend analysis |
| - Technical knowledge of products and services. | - Business development. |
| - Presentation and public speaking skills. | - Analyzing customer needs |
| - Customer satisfaction. | - Microsoft Office Applications |

Education and Qualifications

- Master`s degree in Strategic Planning, Omdurman Islamic University- Sudan - 2017.
- Bachelor`s degree in mechanical engineering – production, Sudan University of Science and Technology - Sudan - 2014.

Courses

- Certified Lubrication Specialist (CLS) preparation – Tegmea Engineering-Sudan-2022.
- Basics of Lubricants (Gasoline and Diesel Engine Oils) – Dubai - 2018.
- Buildings Services Engineering – Elbougga Training Center – Sudan – 2018.
- Computer skills – Khartoum University – Sudan – 2015.

Languages

- Arabic - native.
- English – fluent.