

Wisam Ziad El Raz

Senior Sales Executive / Key Account Manager

Dynamic Account Manager offering expertise in building partnerships, retaining key accounts and enhancing profit channels. Strong leader with proficiency in growing professional network, influencing decision-makers and devising successful strategies.

Collaborative and strategic team leader with robust background in customer relationship management. Motivated individual with experience in customer service and sales. Skilled in building customer relationships and understanding customer needs. Strong communication and interpersonal skills for providing superior customer service.



Contact

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Skills

Key account management

High-impact proposal presentation

Business Development

Product and service sales

Point of sale operation

Territory Management

Services optimization

Consultative selling

Complaint resolution

Sales expertise



Work History

2016-02 -

Current

Key Account Manager

Qatar Trading Company, Doha

- Secured high-value accounts through consultative selling, effective customer solutions, and promoting compelling business opportunities.
- Improved account management by predicting potential competitive threats and outlining proactive solutions.
- Built and maintained strong client relationships to drive business growth.
- Analyzed sales and customer data to identify trends and opportunities for increased profitability.
- Trained teams to optimize service delivery in alignment with individual needs to boost customer satisfaction.
- Supported sales and reporting for large and medium-sized accounts.
- Analyzed key competitors to respond to competitive threats.
- Developed and delivered presentations to key customers to position products and services.
- Built relationships with customers and community to promote long term business growth.

Staff education and training

Languages

Arabic , Native Language

English , Fluent

- Monitored service after sale and implemented quick and effective problem resolutions.
- Achieved or exceeded company-defined sales quotas.
- Performed effectively in self-directed work environment, managing day-to-day operations and decisions.
- Negotiated prices, terms of sales and service agreements.

**2008-01 -
2015-12**

Senior Sales Executive

Tiles & More , Doha

- Analyzed market trends in consumer industries to implement appropriate marketing and sales methods.
- Utilized multiple marketing strategies to improve profitability.
- Recognized and resolved compound problems that effected upper-level management and business initiatives.
- Demonstrated products and features to customers, answered questions and overcame objections.
- Performed corporate training procedures to educate new employees .

**2006-10 -
2007-10**

Public Relations Officer

Qipco, Doha

- Produced and distributed internal and external communications.
- Built and maintained positive relationships with public by utilizing strategic plans.
- Created and executed targeted PR campaigns to raise awareness of organization and initiatives.

**2003-03 -
2006-09**

Assistant Store Manager

Starbucks, Doha

- Coached sales associates in product specifications, sales incentives, and selling

techniques, significantly increasing customer satisfaction ratings.

- Verified inventory counts remained within monthly tolerance levels and compiled financial data in compliance with budget.
- Managed opening and closing procedures and recommended changes to enhance efficiency of daily activities.
- Responded to customer concerns, working with manager to significantly raise customer satisfaction ratings.
- Supervised and evaluated staff to help improve skills, achieve daily objectives, and attain advancement.
- Maintained positive customer relationships by responding quickly to customer service inquiries.
- Rotated merchandise and displays to feature new products and promotions.
- Provided weekly work schedules to employees to accommodate business demands and vacation requests.
- Analyzed customer feedback and implemented strategies to improve customer experience.
- Created and maintained safe and secure work environments for employees.
- Trained and guided team members to maintain high productivity and performance metrics.



Education

**2000-09 -
2001-06**

High School Diploma

Qatar Secondary School - Qatar