

Rabih El Cheikh

Senior Sales (B2B/B2C)

Address: Doha, Qatar | **Phone:** 0097430234680**Email:** rabihcheikh44@gmail.com | **Nationality:** Lebanese

Summary

A dedicated and professional Senior Sales (B2B/B2C) with several years of experience in the sales industry. Proven record of driving revenue growth through proactive client acquisition, detailed product presentations, and exceptional customer service. Effective leader who performs well in collaborative environment with sales staff. Skilled in developing long-term business relationships, providing insightful sales reports, and collaborating with teams to enhance overall sales performance and play a vital role in driving the campaigns growth by identifying business opportunities and expanding the base of clients. Adept at adapting to rapid changes, addressing client queries effectively, and leveraging strong communication skills to close deals and ensure customer satisfaction. Seeking to work in an environment that is conducive to my intellectual, professional, and personal growth, where I can contribute significantly to the growth of the team/organization with strong experience and expertise leading to success.

Experience

Senior Sales LG (B2B/B2C) – 03/2022 t12/2024

LG Electronics Corporation, Lebanon

- Conducted comprehensive consultations with potential and existing customers to understand their needs and provide tailored solutions, highlighting the unique features and benefits of products
- Provided detailed insights into product features, pricing, and after-sales services to facilitate informed purchasing decisions
- Delivered concise and insightful weekly and monthly reports to the sales management team, summarizing key performance metrics, sales achievements, and areas for improvement
- Mentored and trained junior sales staff, sharing best practices and sales techniques to foster a knowledgeable and effective sales team
- Developed and implemented client retention strategies, ensuring a high retention rate and ongoing satisfaction through regular follow-ups and personalized service
- Developed and executed strategic sales plans to achieve and exceed sales targets, while identifying new business opportunities and market trends to expand the customer base
- Maintained in-depth knowledge of the company's products and services, staying updated on industry trends and competitor offerings to effectively position and sell products

Account Manager (Reporting to CEO) – 04/2017 to 02/2022

Sparkling Golden Perfume LLC, United Arab Emirates

- Spearheaded client acquisition through targeted cold-calling and referrals, employing a consultative approach to discern individual needs and present tailored solutions
- Conducted impactful face-to-face meetings with prospective and existing clients, offering comprehensive product/service demonstrations to effectively communicate value propositions
- Maintained an in-depth understanding of the company's products/services and industry trends, while ensuring the sales team was well-informed and capable of effectively communicating product benefits
- Monitored and analyzed sales performance metrics, providing regular reports to the CEO, and utilized the data-driven insights to make informed decisions and adjustments to sales strategies
- Exhibited adeptness in deal-closing, consistently guaranteeing client contentment and retention by implementing strategies to overcome objections and secure commitments
- Oversaw all sales documentation, including contracts, agreements, and correspondence, to ensure compliance and clarity
- Collaborated with the CEO to develop and implement strategic sales plans that aligned with overall business objectives

In- Store Sales Specialist (Reporting to CEO) – 09/2014 to 02/2017

Marta Martinez Otero LLC, Spain

- Proactively engaged potential clients visiting the store, introducing the company's unique value proposition, and sparking interest in products and services
- Skillfully showcased product benefits through live demonstrations, effectively communicating how the products meet client needs and lead to immediate, demonstrable results
- Maintained a high level of confidentiality in accordance with company policies and regulations, safeguarding sensitive information and maintaining trust with clients and the executive team
- Developed and maintained an in-depth knowledge of the company's products, staying updated on new features, benefits, and industry trends
- Assisted in managing inventory levels, ensuring products were well-stocked and displayed attractively, while reporting any stock discrepancies or reorder needs promptly
- Assisted in training new in-store sales staff, sharing best practices and sales techniques to enhance overall team performance

Assistant Chief Accountant – 04/2010 to 08/2014

Al Saad General Contracting Corporation, Lebanon

- Exemplified precision in recording, reviewing, reporting, and controlling all financial transactions to ensure the integrity and accuracy of financial data
- Played a pivotal role in cash flow management, monitoring inflows and outflows to maintain optimal liquidity levels and support business operations
- Conducted rigorous account reconciliations to verify the accuracy of financial records, identifying and resolving discrepancies promptly
- Maintained clear and effective communication with suppliers and subcontractors, addressing any financial queries and ensuring smooth transactions
- Performed variance analysis to compare actual financial results with budgets and forecasts, highlighting significant deviations and underlying causes
- Supervised the payables system, ensuring timely and accurate processing of payments to suppliers and subcontractors

Education

Executive Master in Marketing and Sales – 2017

EAE Business School, Barcelona, Spain

Bachelor's degree in Business Administration and Marketing – 2009

Balamand University, Beirut, Lebanon

Professional Development

Digital Marketing Certificate, CUESA Center for Applied Social Studies, Madrid, Spain – 2018

Oracle PL/SQL Programming Course, Pue Training, Madrid, Spain – 2018

Skills & Expertise

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| • Leadership | • Negotiations & Contracts |
| • Team Management | • Policies & Procedures |
| • Communication | • Selling Techniques & Strategies |
| • Market Research | • Microsoft Office |
| • Business Development | • Customer Service |
| • Problem Solving | • Time Management |
| • Data Analysis | • Product Knowledge |

Languages

Arabic: Native | **English:** Advanced | **French:** Intermediate | **Spanish:** Basic