

Wael Mahgub Ali

SALES PROFESSIONAL

Jeddah, KSA

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PROFESSIONAL SUMMARY

Dynamic Sales Professional with a B.Sc. in Computer Science and over 6 years of experience in B2B CRM and sales strategy optimization. Expert in qualifying customer needs and leading the entire sales cycle from lead generation to contract negotiation. Proven ability to achieve objectives through a proactive "get it done" spirit and rigorous problem-solving skills.

PROFESSIONAL EXPERIENCE

Help Desk Specialist

Jan 2007 – Sep 2007

Mats Tech – Khartoum

- Provided comprehensive IT support for over 100 employees, improving overall system efficiency.
- Implemented IT systems and developed a rigorous approach to technical troubleshooting.

Ground Handling Agent / Customer Service Supervisor

Jan 2009 – Apr 2015

Khartoum Airport

- Managed customer care operations for international carriers including BMI, Turkish Airlines, and Gulf Air.
- Supervised counter teams and mastered multi-airline systems, refining interpersonal and leadership skills.

Sales Representative

May 2015 – Feb 2017

Aljeerah (Alrajhi) Factory – Khartoum

- Initiated high-volume lead generation in the home appliance sector to build a robust B2B client base.
- Achieved consistent monthly sales objectives through proactive outreach and relationship building.

Sales Representative

Mar 2017 – Mar 2018

Kawleen Factory – Khartoum

- Specialized in the sales of water air conditioning systems, mastering complex technical product demonstrations.
- Negotiated and executed contracts with commercial clients while maintaining strict adherence to company policies.

Sales Representative

May 2018 – Dec 2018

Elbarbary Advanced Business – Khartoum

- Optimized B2B CRM strategies to improve client retention and qualify evolving customer needs.
- Maintained a proactive spirit to solve operational hurdles and ensure a smooth sales cycle.

Sales Representative

Oct 2019 – Oct 2021

Sky Factory – Khartoum

- Spearheaded B2B sales growth by optimizing sales strategies and building long-term client trust.
- Collaborated effectively within team structures to meet targets under high-pressure market conditions.

EDUCATION & TECHNICAL CERTIFICATIONS

- **B.Sc. in Computer Science:** University of Science and Technology, Khartoum
- **Networking:** CCNA 200-301 Curriculum Training (Course Completed) and Microsoft MCSE (Windows Server 2016)
- **Specialized Training:** Optical Fiber Cabling, CCTV, and Help Desk Support
- *Certs Available Upon Request*

SKILLS & LANGUAGES

SALES SKILLS

- B2B CRM Platforms
- Lead Generation
- Needs Assessment
- Negotiation & Closing
- Contract Management
- Relationship Building
- Sales Strategy Optimization

DATA ANALYSIS SKILLS

- Power BI (Dashboards, Reports, DAX)
- Advanced Microsoft Excel (Pivot Tables, VLOOKUP, XLOOKUP, Power Query)
- Google Sheets (Functions, Pivot Tables, Charts, Data Cleaning)
- Data Visualization
- Data Modeling & Analysis
- KPI Tracking & Reporting

TECHNICAL SKILLS

- MS Office Suite (Word, Excel, PowerPoint)
- Multi-Airline Systems
- Network Troubleshooting
- IT Support & System Implementation

LANGUAGES

- Arabic (Native)
- English (Fluent)