



# Mohamed Kelana

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## Professional Summary

Communication-focused Sales Professional with expertise in fostering partnerships and developing B2B sales opportunities. Committed and Inspired visual leadership professional with expertise in expanding network connections, persuasively introducing products and maximizing account revenues. Enthusiastic Customer Service professional with expertise in communication and negotiating. Driven to provide superior quality customer service. Innovative in leveraging extensive knowledge of products and services as well as creating solutions for customers to drive loyalty, retention and revenue. Highly adept at training, managing, coaching and mentoring sales and customer service associates with talent for interacting with staff at all levels of organization and public.

## Skills

- Lead prospecting
- Account servicing
- Service Agreements
- Sales Closing
- Policies and Procedures
- Performance improvement
- Retention strategies
- Client Service
- Records management
- Account development
- Expense reporting
- Customer Relations
- Sales expertise
- Product promotions
- Strategic planning
- Interpersonal communication skills
- Revenue Generation
- Business development and planning
- Schedule Coordination
- Order management
- Cold Calling
- Data analysis
- Sales forecasting
- Till counting
- Lead Generation
- Database Management
- Quality assurance understanding
- MS Office
- Documentation and reporting
- Office administration
- Financial Oversight
- Budgeting
- Scheduling
- Purchasing
- Bookkeeping
- Sorting and labeling
- Mail handling

## Work History

05.2021 - 09.2022

### Customer Service Representative

EXP franchise of Etisalat misr - Egypt

- Maintained customer satisfaction with forward-thinking strategies focused on addressing customer needs and resolving concerns.
- Provided primary customer support to internal and external customers.
- Recorded account information to open new customer accounts.
- Collected and analyzed customer information to prepare product or

- service reports.
- Processed customer adjustments to maintain financial accounts.
- Updated account information to maintain customer records.
- Offered advice and assistance to customers, paying attention to special needs or wants.
- Clarified customer issues and determined root cause of problems to resolve product or service complaints.
- Responded to customer requests for products, services and company information.

01.2021 - 04.2021

### **Sales Representative**

ESS franchise of Etisalat misr - Egypt

- Assisted in product placement and visual merchandising, maintaining attractive and inviting appearance.
- Implemented brand marketing and sales campaigns.
- Evaluated inventory and delivery needs and optimized strategies to meet customer demands.
- Achieved monthly sales goals by promoting product benefits and enrolling new clients.
- Documented customer interactions using Salesforce to capture data in processing system.
- Implemented marketing strategies and techniques, increasing revenue and customer satisfaction.

10.2020 - 01.2021

### **Sales Representative**

Kazyon Trading Company - Egypt

- Met with existing customers and prospects to discuss business needs and recommend optimal solutions.
- Created professional sales presentations and seminars to effectively demonstrate product features and competitive advantages.
- Minimized process lags through strategic sourcing and customer expectation management.
- Assisted in product placement and visual merchandising, maintaining attractive and inviting appearance.
- Evaluated inventory and delivery needs and optimized strategies to meet customer demands.
- Executed direct sales from manufacturers to customers to improve profitability within retail environment.

## **Education**

05/2020

Bachelor of Business Administration, Faculty of Commerce - Zagazig University

## **Certifications**

ICDL Course

## **Additional Information**

-Egyptian  
-Visit Visa

## **Languages**

**Arabic:** Native language

**English:** B2

Upper intermediate