

KHALED HUMED

Sales Executive

0502891316 | khaledhumed0@gmail.com

Riyadh, Saudi Arabia

CAREER OBJECTIVE:

A dedicated and results-oriented Sales Representative with over 20 years of experience in driving sales and building strong customer relationships. Skilled in negotiating, presenting, and closing deals to exceed sales targets. Expertise includes product knowledge, customer needs analysis, market research, and CRM systems. Proven ability to identify business opportunities, expand customer bases, and contribute to business growth. Passionate about delivering exceptional customer service and consistently meeting sales goals.

WORK EXPERIENCES:

Nafaa General Contracting Establishment – pvc&wpc | Riyadh | Aug 2022 – Oct 2024

Sales Executive

- Develop and maintain strong customer relationships with construction project managers, developers, and contractors, ensuring long-term client retention and satisfaction.
- Identify new business opportunities through lead generation, networking, and exploring potential markets within the construction and contracting industries.
- Conduct in-depth market research to understand industry trends, competitor offerings, and customer preferences in the general contracting field.
- Provide comprehensive product knowledge regarding construction services, materials, and solutions, ensuring clients understand the benefits and technical specifications.

Zamani Furniture | Riyadh | May 2021 – May 2022

Sales Executive

- Greet and assist customers in the showroom, providing detailed information about products, materials, and design options.
- Build and maintain strong relationships with clients to understand their needs and recommend suitable furniture solutions.
- Meet and exceed sales targets by actively promoting and upselling products to maximize revenue.
- Deliver compelling sales presentations that effectively highlight product advantages and customization options to clients.
- Handle customer inquiries, provide accurate pricing, and process sales transactions efficiently.

International Furniture | Jeddah and Medina | Sep 2020 – Aug 2012

Sales Executive

- Engage with customers in the showroom, providing product knowledge and personalized recommendations to meet their furniture needs.
- Develop and implement marketing strategies to promote products and increase brand awareness across Jeddah and Medina.
- Provide in-depth **product knowledge** to customers, ensuring they are informed about furniture features, benefits, and design options.
- Organize and participate in furniture exhibitions, trade shows, and promotional events to showcase products and generate leads.

ALhadha Furniture & Carpet CO.Ltd | Yemen - Sana'a | Jun 2005 – Aug 2011

Sales Executive

- Plan, organize, and oversee furniture exhibitions and trade shows to promote products and increase brand visibility.
- Coordinate with internal teams to design and set up exhibition booths, ensuring an attractive and engaging presentation of products.
- Act as the primary point of contact for external clients and partners, representing the company in business meetings and events.
- Develop and maintain relationships with potential clients, distributors, and key stakeholders to drive sales and expand market reach.
- Build and maintain strong **customer relationships** with retail partners and distributors, ensuring **client retention** and satisfaction.

ALhadha Food Products | Yemen - Sana'a | Sep 2004 – Mar 2003

Sales Executive

- Promote and sell a wide range of food products to retailers, wholesalers, and distributors in the assigned territory.
- Conduct **market research** to track **sales trends**, customer preferences, and competitor offerings in the food industry.
- Identify new sales opportunities and generate leads to expand the customer base and increase revenue.
- Conduct market research to understand customer needs, preferences, and trends in the food industry.
- Provide accurate information about food product specifications, benefits, and uses to customers.
- Close deals and negotiate favorable pricing and delivery terms to maximize sales and meet **sales targets**.

EDUCATION:

Bachelor's Degree in Commerce and Economics - specializing in Business Administration - University of Hodeida - Yemen (Sep 2000 – Jun 2004)

COURSES:

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- Communication and Interpersonal Skills Course – Jul 2008 (Roshd Training and Consulting Center)
 - Effective Negotiation Strategies and Skills Course – Mar 2008 (International Center for Human Development)
 - Customer Service and Art of Dealing with Customers Course – Jul 2008 (International Center for Human Development)
 - Salesmen Skills Development Course – Mar 2006 (International Center for Human Development)

SKILLS:

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- Effective communication.
 - Time management and organization.
 - Handling work pressures.
 - Self-learning and self-development.
 - Flexibility and adaptability.
 - Problem-solving skills.
 - Leadership and motivation.
 - Proficiency in Microsoft Office.
 - Cultural Awareness.
 - Analytical Skills.
 - Attention to Detail.
 - Goal-Oriented & Market Research .
 - Sales Forecasting & Product Knowledge .

LANGUAGES:

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- Arabic (native).
 - English (Good).