RAMZI BOUNYA

KEY ACCOUNT SALES REPRESENTATIVE

Experienced in spare parts development with a strong background in managing key accounts, including distributors and fleets. Holding a Master's degree in Sales and Finance, I am eager to advance in business development and drive strategic growth.

CONTACT

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Bulding yasmina, N1,
Mediouna - CASABLANCA

DIPLOMAS

Master's Degree in Commercial and Financial Management
IBN TOFAIL University 2018

Bachelor's degree in Economics and Management
IBN TOFAIL University 2015

IT development Technician
IFGIA 2014

Baccalaureat Degree in Economic Sciences
Med 5 High School 2012

LANGUAGES

ARABIC

FRENCH

ENGLISH

SKILLS

- Mastery of national spare parts market.
- Automotive industry knowledge.
- Developement of IAM,OEM and Geniun parts.
- Management of aftersales service.
- Technical and product support.
- negotiating, and planning skills.
- Pricing and product management.
- Business development monitoring.
- Leading of meeting with suppliers, and company team in different regions.

KEY ACCOUNT SALES REPRESENTATIVE - Truck parts

RENAULT TRUCKS MOROCCO **Since June 2024**

- Developing relationship with customers and define actions to move up passive customers
- Develop sales and marging in spare parts and lubricants (oil, Adblue)
- Reduce customer's debts to avoid blocking sales
- Analyse rotation of parts in stock and propose special offers in dead stock
- Develop maintenance contracts with fleets

Projects :

Praticipation in developement of a new project for selling OEM/IAM parts for trucks and trailers

- Market research for mean importers and best seller parts in Morocco
- collect prices of fast moving references to position regarding competitors
- Prepare an estimated database of truck fleet in Morocco by brand and age range to estimate potential in the market
- Identifying new sales opportunities and customer development.

KEY ACCOUNT SALES REPRESENTATIVE - Forklift parts

GROUPE PREMIUM **June 2022 - June 2024**

- Develop Geniun parts, tires and OEM parts for forklift materials
- Coordinate with aftersales manager for filed interventions
- Target customers approached by competition and give suitable offers
- Collect all necessary inputs to provide maintenance contracts according to customer budget
- prospect new accounts to propose parts and services
- Recover customer's feedback regarding aftersales service to improve the quality of service

SPARE PARTS SERVICE COORDINATOR - Forklift & Tractors

GROUPE PREMIUM **March 2021 - June 2022**

- Manage the supply of branch spare parts.
- Lead weekly meetings with the service and store team.
- Plan interventions and assignments of field technicians.
- Supervise the after-sales service process (work order, quote, invoice).
- Handle customer complaints and implement corrective actions.

SALES REPRESENTATIVE - Insurance

AFMA **October 2019 - November 2020**

- Manage the supply of branch spare parts.
- Lead weekly meetings with the service and store team.
- Plan interventions and assignments of field technicians.
- Supervise the after-sales service process (work order, quote, invoice).
- Handle customer complaints and implement corrective actions.