



MOHAMED ALY

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SUMMARY

As a Business Development Manager (Trucks & Heavy Equipment), I leverage my 12 years of industry experience and B2B sales expertise to generate and close sales opportunities, negotiate contracts, and build strong customer relationship.

I have a proven track record of increasing sales revenue, market share, and customer satisfaction by identifying potential clients, attending tenders, preparing quotes, and providing technical and commercial solutions that meet their needs and expectations. I also have extensive knowledge of the heavy equipment market, including trucks, buses, construction machinery, and the key decision makers and influencers in the government and private sectors. My mission is to drive sales and growth for commercial vehicles portfolio and deliver value to both the company and the customers.

EDUCATION

Bachelor Of Commerce in Accounting & Business Management.
Mansoura University/ Egypt

10/2009

WORK EXPERIENCE

United Diesel - Renault Trucks.
Dubai - UAE
Business Development Manager

06/2022 - 11/2023

United Diesel a member of Al Rostamani Group is a leading distributor of Commercial vehicles, Buses & Forklifts in Dubai and Northern Emirates .

- Drive sales of the company to achieve set annual targets and customer satisfaction objectives, Focus and maintain relationship with key accounts and government entities held by the business. Develop overall business by maintaining and improving existing customers and also by developing additional accounts with commercial vehicle customers within the territorial area.
- Defining the prospects, the potential of the market.
- Generating and attending sales enquiries.
- Handling Tenders with Key Account Clients.
- Finding out the decision makers and the key influencers.
- Calculate, promote and manage contracts ensuring maximum penetration percentage in the market. Manage all contracts and service warranty to ensure costs are to a minimum.
- Understand customers' requirements and identify opportunities to maximize department's profitability through sales while actively reducing expenditure where possible.
- Create a performance management culture through dashboard reporting and KPI management. Set targets, monitor, track and review actual performance of each department and subdepartment vs. target using various daily, monthly, quarterly performance reports ensuring targets are fully met and exceeded.
- Visit fleet customers to promote company's reputation by building and maintaining business relationships. Provide technical support, when required in order to resolve any ongoing fleet customer's complaints. Report reoccurring problems to the companies Sales department for resolution.
- Making sure all the quires are answered.
- Technical and commercial negotiation.
- preparing quotes as per customers requirements.
- Collecting market developments / status , forecasting of future sales and regular submission of reports on calls made and reasons to why there were orders lost if any.

- keep other management teams updated with market actions and competitors updates .
- Close follow up with the regular customers to find out their future requirements.
- Closing the deal to the best interest of the customer and also with the company's business policies.
- Conducting sales forecasting.
- Maintains records of all customers details and projects.
- Handling customer complaints and work together with other managements to clear it.
- Arranging the suitable application with the fabricators as per the customer requirements.
- Arranging finance to the customers.
- Awareness of machines operations and service schedules.
- Arrange after Sales support to the customers.

Al Futtaim Motors LLC.

05/2019 - 04/2022

Abu Dhabi / UAE

Senior Sales Consultant

The authorized dealers of
Hino commercial vehicles (light -Medium-Heavy)

Bin Brook Motors & Equipments LLC.

10/2014 - 03/2019

Abu Dhabi / UAE

Senior Sales Consultant

Authorized dealers of
- Scania Trucks & Buses
- Cifa Concrete Mixers & Pumps

Q-FAB part of Petrotec Group.

04/2010 - 06/2014

Doha / Qatar

Sales Executive

Authorized dealers of
- New Holland Construction Equipment.
- Iveco Astra Trucks
- Liebherr Concrete Mixers
- NBK Hydraulic Breakers

ACHIEVEMENTS

- Attending Renault Trucks commercial & technical training in Dubai
- Attending Hino 2020 sales training in Dubai
- Attending Scania Gulf sales force conference in Sweden
- Attending Scania Marcopolo Buses training in Dubai.
- Attending Scania Touring Bus training in Dubai.
- Attending Cifa Concrete Mixers & Pumps training in Abu Dhabi.
- Attending and preparing for the Big 5 exhibition in Dubai World Trade Center
- Successfully completed the Product training from New Holland Heavy Equipment
- Attending New Holland commercial training in Muscat
- Attending Kobelco Excavators technical training in Doha
- Attending Iveco Astra and competitors training in Muscat
- Attending Iveco Astra trucks & Liebherr transit mixers training in Doha
- Mastered the course Business Etiquette from HNI training & coaching

IT SKILLS

Windows & Microsoft office

MS Office Outlook

ADDITIONAL INFORMATION

- Date of birth : 8 January 1986
- Driving License : UAE , Qatar , Egypt
- Marital Status : Married
- Languages : Arabic & English

I hereby declare that all the information furnished above is true to the best of my knowledge and believe.

Mohamed Aly
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