

Mohamad Al Awar

Sales Manager

0096178822293

alawar08@gmail.com

[Linkedin.com/in/mohamad-al-awar-1aa9b14a](https://www.linkedin.com/in/mohamad-al-awar-1aa9b14a)

SUMMARY

A results-driven Sales Manager with over two decades of experience in multiple sectors, known for consistently exceeding sales targets and driving substantial revenue growth. Demonstrated expertise in negotiating and closing high-value deals, with a record securing over 215 key contracts and expanding market share by 300%. Skilled in managing, mentoring, and training 65+ sales representatives, resulting in enhanced team performance and exceptional results. Strong track record of cultivating and retaining long-term client relationships, achieving customer satisfaction and retention rates as high as 100% across multiple roles. Experienced in leveraging market research and data analysis to uncover new opportunities and streamline sales processes, consistently surpassing sales quotas by up to 50%. Seeking to bring proven sales leadership to an innovative organization, driving further market expansion and sales excellence.

PROFESSIONAL EXPERIENCE

Sales Manager

Jan 2021 – Present

Travelport, Lebanon

- Negotiated and closed 120+ deals with new clients by identifying their needs and crafting customized proposals.
- Managed and trained 5 sales representatives, ensuring they reached their full sales and closing potential.
- Developed and implemented sales strategies, increasing overall market share expansion from 8% to 24%.
- Led cross-functional teams to execute business development campaigns, generating over 1400 potential leads.
- Built strong relationships with decision-makers at client companies, increasing repeat business opportunities.
- Conducted market research to identify new customer segments and increased sales growth by 53% YOY.
- Analyzed sales metrics to identify areas for improvement, resulting in a 61% reduction in sales cycle length.

Sales Manager

Jan 2011 – Dec 2020

Salem Travel Agency, Abu Dhabi, UAE

- Expanded the customer base by 150 new high-value B2B clients through targeted outreach and networking.
- Developed account management plans, exceeding sales quota targets by 50% for multiple years in a row.
- Managed, supervised, and mentored 60 sales representatives and counter staff representing 12 enterprises.
- Implemented a personalized client relationship management strategy, increasing customer retention to 96%.
- Enhanced sales processes and adopted new technologies, resulting in a vast increase in operational efficiency.
- Oversaw the B2C sales process that generated 500+ customers daily through addressing customer needs.

Senior Sales Executive & Team Leader

Aug 2007 – Dec 2010

Salem Travel Agency, Abu Dhabi, UAE

- Delivered sales reports to senior management, providing insights that improved strategic decision-making.
- Developed strong relationships with 60 clients, resulting in a 98% customer satisfaction and retention rate.
- Led initiatives to improve account management processes, resulting in a 73% increase in efficiency and capacity.
- Delivered sales training sessions to 12 sales representatives on effective negotiation and sales techniques.
- Participated in leading the launch of a private jet sector targeting 100 enterprise and governmental accounts.

Sales Executive**Aug 2007 – Dec 2010**

Salem Travel Agency, Abu Dhabi, UAE

- Conducted targeted lead generation, prospecting, and qualification activities on a pipeline of 500 leads.
- Negotiated 45 high-value deals, exceeding the sales quota and earning the top sales performer award.
- Utilized a CRM system to track sales activity, manage customer relationships, and improve team collaboration.
- Designed and implemented personalized customer experiences, leading to a 100% customer satisfaction rating.
- Identified new opportunities within existing client accounts, resulting in a 21% increase in account penetration.

Sales Executive**Jul 2002 – Jul 2007**

Star of Lebanon Insurance

- Developed strong relationships with 70 key clients, resulting in a 100% customer satisfaction and retention rate.
- Analyzed customer data to identify upselling and cross-selling opportunities, increasing revenue by 28%.
- Prepared and presented client proposals, achieving a 40% success rate and securing 6 figures in new business.
- Executed personalized and proactive follow-up strategies, leading to a vast increase in closed deals and revenue.

EDUCATION**Bachelor's Degree in Aviation Controlling System****Sep 2004 – July 2007**

Ajman University, Abu Dhabi

Bachelor's Degree in Computer Science**Sep 2001 – July 2004**

American University of Science of Technology, Lebanon

CERTIFICATES & TRAININGS

- Ticketing & Reservation Certificate by International Training Academy
- Introduction to Air World Certificate – Basic Cargo, Marketing, Travel Agency Production
- Airline Catering, Tourism, Ticketing, and Passenger Handling Certificate
- Amadeus Reservation System Diploma by Amadeus Gulf Centre
- Amadeus Central Ticketing Diploma by Amadeus Gulf Centre
- Human Resources and Administration Course by Gulf Institute

SKILLS

- Highly proficient in AWS, Azure, Asana, Trello, Jira, Basecamp, Microsoft Project, Slack, ClickUp, Microsoft Teams, and other Microsoft Office Applications, Adobe applications, and Google Workspace tools.
- Highly proficient in resource management, budgeting software, risk management, and data analysis tools.
- Highly proficient in CRMs, POS systems, Accounting systems, and other sales software and applications.

LANGUAGES

- Arabic (Native)
- English (Fluent)