

Ali Wizani

Sales Leader & Corporate Trainer

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Executive Profile:

Senior Business & Performance Trainer

A dynamic and results-driven **Sales Leadership and Soft Skills Trainer** with over **15 years** of experience in performance coaching, training design, and sales management across corporate and NGO sectors, specializing in the Gulf region (GCC/MENA).

Core Value Proposition: I am an expert in translating complex business objectives into high-impact learning initiatives. My focus is on creating customer-centric strategies and delivering workshops that move beyond theory to drive concrete, measurable business outcomes.

Key Expertise & Impact:

- **Training Excellence:** Strategically design and orchestrate bespoke training programs—from advanced sales methodologies and negotiation to leadership development and soft skills mastery—consistently resulting in enhanced team capabilities and market advantage.
- **Sales Performance & Growth:** Proven track record of consulting with organizations to drive significant improvements in sales results, increase team productivity, and foster sustainable, high-value client relationships.
- **Leadership & Strategy:** A strategic leader adept at mentoring large, diverse teams and consulting on the creation of robust, customer-centric sales frameworks that accelerate business growth and ensure long-term profitability.

15+ Years | Sales Management | Corporate & NGO | Performance Coaching

Training and Coaching Experience



**Mindnavy Business
Consultant & Coach**

Lebanon | Jan 2025 - Current

Provides coaching and consulting for professionals, focusing on sales excellence, communication, and performance alignment to support personal and career growth.



**Sales Leadership at ACE
Hardware**

Kuwait | Jul 2023 – July 2025

Managed OJT (On the floor training) and coached a team of over 100 sales employees, designing and implementing training programs in sales management, communication, and problem-solving that led to boost in revenue.



Vinsys Training Expertise
Saudi Arabia | Feb 2025

Delivered problem-solving workshops for corporate teams, equipping participants with practical tools for decision-making, root cause analysis, and collaborative solutions.

Mindnavy Projects & Training Programs

Designing and updating training materials (presentations, handouts, activities) focused on business planning, financial literacy, market analysis, and legal/registration requirements. Conducting workshops, seminars, and one-on-one coaching sessions on essential business topics. Utilizing participatory and practical training methodologies to ensure active learning and application.



WPA Home-Based Business Support Project

Training and coaching focuses on foundational micro-enterprise skills, digital marketing, and compliance necessary for vulnerable women to successfully operate small-scale businesses from their homes.



ANERA Entrepreneurship and Business Development Support Project

Training and coaching that are designed to guide startups and microbusinesses through advanced business planning, formalization, and strategies for scaling operations and securing finance.

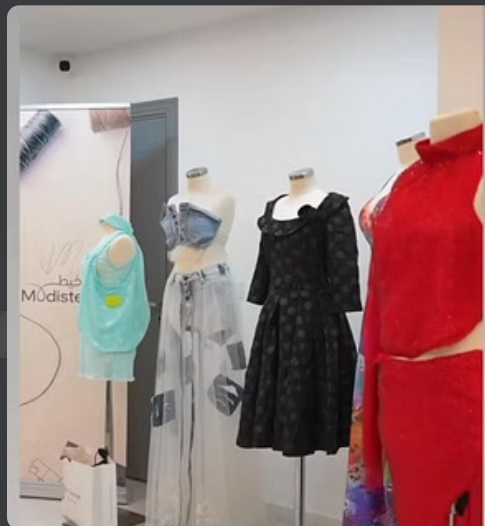


Fashion Forward Program (with Kheit Modiste)

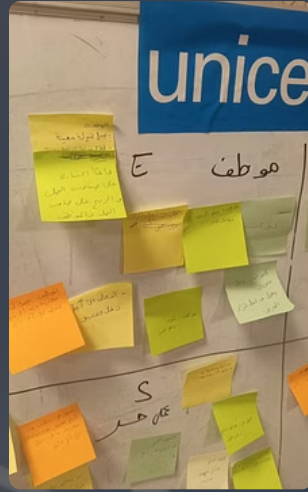
Training targets fashion-related businesses, specializing in industry-specific product costing, brand development, and accessing relevant production and market channels.



VALUE PROPOSITION CANVAS



خيط
Modiste





Vinsys Training Expertise Highlights

Corporate Training Excellence

- Delivered customized problem-solving training programs for corporate clients across various industries, focusing on real-world application and skill development.
- Facilitated interactive workshops and case studies to help teams identify root causes, create effective solutions, and implement them successfully.
- Enhanced team communication and collaboration through group exercises designed to improve decision-making and problem-solving capabilities.



ACE Hardware Kuwait - July 2023 – July 2025



Sales Training Program

Successfully implemented an extensive sales training program, resulting in a remarkable achievement of increased staff productivity and a significant boost in sales revenue.



Marketing Campaigns

Strategically devised and executed precise marketing campaigns, leading to a notable achievement of increased customer acquisition.



Team Development

Actively collaborated with the HR department to achieve the recruitment, training, and seamless onboarding of new sales staff, resulting in a notable achievement of reduced employee turnover and a substantial improvement in overall sales team's performance.

Leadership Development & On-the-Job Training



Assistant Managers

Focused on operational oversight, strategic decision-making, and effective team coordination to ensure seamless daily workflow and project execution.



Supervisors

Tailored programs to enhance team leadership skills, task delegation proficiency, performance management strategies, and conflict resolution techniques.



Team Leaders

Hands-on experience in guiding team members, fostering collaborative environments, motivating performance, and driving successful achievement of team objectives.



Leadership & Project Experience

Sales and Market Share Development

- Comprehensive market research conducted to identify potential customers and stay abreast of evolving market trends.
- Devised and implemented a holistic sales strategy, encompassing pricing tactics and targeted promotional campaigns.
- Fostered seamless collaboration with cross-functional teams, such as marketing and product development, to ensure product readiness and alignment with market demands.
- Effectively managed a team of 62 accomplished sales representatives, providing coaching and support to drive the achievement of sales targets.
- Cultivated and nurtured valuable relationships with key retail partners and distributors, facilitating mutual growth and success.
- Employed a consultative sales approach, prioritizing in-depth understanding of customer needs and delivering personalized solutions.
- Leveraged CRM software to streamline lead tracking, manage customer interactions, and optimize the overall sales process.



National Bank of Kuwait

Key Contributions

Customer Service Training

- Designed and led comprehensive customer service training for banking staff.
- Enhanced client communication, issue resolution, and relationship building.
- Significantly improved customer satisfaction metrics and service delivery.

System Migration Project Control

- Provided project control and oversight during critical system migrations.
- Ensured seamless data transfer and minimal operational impact.
- Implemented rigorous quality assurance to maintain system integrity.

Skills & Education

Core Competencies

- Leadership Proficiency
- Exceptional Communication Skills
- Team Building Expertise
- Exemplary Time and Project Management
- Advanced Problem-Solving and Critical Thinking Abilities
- Strong Analytical Thinking
- Adaptability and Flexibility
- High Emotional Intelligence
- Coaching and Development Mastery
- Demonstrated Accountability and Responsibility
- Strategic Networking Proficiency
- Cultural Sensitivity and Awareness

Education & Certifications

CPD-Certified Train of Trainers

Mindnavy, Lebanon

November 2025

Bachelor's Degree in Business Administration

Australian College of Kuwait

Jun 2006

Professional Workshops

- NBK Customer Service & Body Language Workshop
- Credit Card Risk Management

