

AHMAD MOUSSA AL-SAFADI

Sales Team Leader | B2B Sales | Business Development | Electrical & Industrial Solutions

Tabuk, Saudi Arabia | 0530039751 | alsafadi124@gmail.com | Nationality: Syrian

PROFESSIONAL SUMMARY

Sales and business development professional with 16+ years of experience in Saudi Arabia, specializing in B2B sales, key account management, market expansion, and electrical-sector products including cables, wires, lighting, and related solutions. Experienced in field sales, client acquisition, sales forecasting, negotiations, customer retention, and closing multimillion-SAR opportunities across competitive construction, industrial, contracting, and project-based environments.

CORE COMPETENCIES

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| • B2B Sales & Business Development | • Electrical Products & Solutions Sales | • Key Account Management |
| • Lead Generation & Prospecting | • Negotiation & Closing | • Sales Forecasting & Pipeline Management |
| • Market Analysis & Territory Development | • Client Relationship Management | • Revenue Growth & Profit Maximization |
| • Team Leadership & Coaching | • Customer Retention | • Sales Reporting & Performance Tracking |

PROFESSIONAL EXPERIENCE

Sales Team Leader | Electric House Company

2010 - 2026

Tabuk, Saudi Arabia

- Managed B2B sales activities across the Tabuk territory, including prospecting, account development, quotations, follow-up, negotiation, and order closing for electrical products and project requirements.
- Expanded customer relationships and market reach by building long-term partnerships with contractors, companies, and project stakeholders, contributing to sustained multimillion-SAR revenue.
- Prepared monthly, quarterly, and annual sales forecasts, tracked pipeline performance, and aligned sales priorities with revenue targets and business objectives.
- Analyzed market opportunities, customer needs, pricing, and competitor activity to identify growth areas and improve profitability in a competitive market.
- Maintained strong customer retention through reliable after-sales support, issue resolution, and coordination with internal teams to improve service quality and delivery responsiveness.

Sales Coordinator | Al-Sorayia Group

2009 - 2010

Tabuk, Saudi Arabia

- Coordinated sales operations, client communication, order follow-up, and internal workflow to support revenue growth and customer satisfaction.
- Assisted in setting sales targets, tracking performance, improving sales process efficiency, and maintaining productive customer relationships.

Salesman | Rainbow Company

2008 - 2009

Al Khobar, Saudi Arabia

- Handled direct customer sales, inquiries, product presentations, and follow-up activities to achieve monthly and quarterly sales targets.
- Identified customer needs, recommended suitable solutions, and strengthened client relationships through proactive service.

Marketing & Sales | City News Star Company

2006 - 2008

Al Khobar, Saudi Arabia

- Supported sales and marketing activities, customer engagement, market coverage, and promotional initiatives to increase business opportunities.
- Assisted in developing client relationships, understanding market trends, and implementing practical sales approaches to improve revenue performance.

EDUCATION

Diploma in Business Administration | Damascus | 2008

Diploma of Electrical Technician | Damascus | 2005

CERTIFICATIONS & TRAINING

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| • A++ Certificate and ACDL Certificate | • Effective Selling Skills Certificate - UK |
| • Sales Professional Training Course | • English Language Course - Second Phase |