

Mohammed Marhoon - Curriculum Vitae

PERSONAL DETAILS

Mohammed Marhoon
Nationality: Bahraini
Address: Bahrain
Drivers License: Bahraini
Mobile: +973 33710685

Date of Birth: 09th Jan 1990
Gender: Male
Marital Status: Single

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PROFILE

A highly motivated, confident sales with exceptional multi-tasking and organizational skills. Having extensive experience of identifying the needs of corporate clients and building strong business relationships to maintain client loyalty in order to drive business and maximize revenue. Possessing a significant record of achievement in account management and able to quickly understand the mission, vision and values of an organization.

PROFESSIONAL EXPERIENCE

Ramada Bahrain Hotel
Asst. Director of Sales
07/18 till present

Bahrain, Manama

NOTABLE ACCOMPLISHMENTS:

- Leads and manages all sales operations and oversees activities of the junior sales management team. The key objective is to grow incremental and new sales for the business while simultaneously reducing customer turnover.
- Builds and manages all aspects of a sales department also works closely with the following departments; Reservations, Reception, Finance, Marketing, for the purpose of ensuring the delivery of first-class delivery experience.
- Identify and develop new market opportunities for the business
- Conducting research and performing analyses on the performance of the sales department ensuring prompt delivery and accuracy of daily/weekly/monthly/quarterly reports to senior management.
- Handling the top key accounts like Saudi Aramco, US Navy, Embassies and Ministers.
- Conduct regular sales calls to corporate accounts in order to understand the customer needs and take action based on that as well Invite business partners for site inspections, in order to develop product knowledge and experience the hotel followed by entertainment.
- Attending public events and conferences in order to meet potential clients and new projects in the market.
- Planning and leading sales blitz in order to cover different Areas in Bahrain and create awareness.
- Maintaining action plans for segments along with individual account plans of Key Accounts, along with compiling monthly reports on activities and forecasts for coming months
- In charge of RFP program and submit all the business cases in order to increase the potential corporate accounts
- Assist in forecasting for the various business segments on monthly and quarterly basis with Assistant Director
- Monitor and updating daily, weekly and monthly reports with all the activities and tracking the productions
- Attending the HOD meetings and acting as MOD since January 2016

01/17-03/18

Gulf Hotel Bahrain
SALES MANAGER – GCC

Bahrain, Manama

NOTABLE ACCOMPLISHMENTS:

- Conduct regular sales calls to Government, associations and corporate accounts in order to understand the customer needs and take action based on that.
- Planning and arranging sales blitz in order to cover most of the country accounts and location to create awareness about the company and what services we provide.
- Acquiring and converting accounts to a buying platform while seeking to build relationships and maintaining client relationships and confidence
- Maintaining action plans for segments along with individual account plans of Key Accounts, along with compiling monthly reports on activities and forecasts for coming months
- Entertaining Key clients and top productive companies and selling hotel at every opportunity
- Review Hotelligence and ART reports to evaluate actions required for account plans of managed segments quarterly and yearly
- Enrolling new members to joining the business club program which help to keep and maintain the business and relations with the decision makers.

NOTABLE ACCOMPLISHMENTS:

- Responsible for selling the different products of the company: Hotel, Restaurants.
- Maintain the Key account and bringing new accounts (Corporate) to the hotel.
- Providing trainings (sales skills) to the sales staff.
- Setting the targets for each sales team and applying incentive scheme for the sales teams
- Creating summer packages in order to maximize the revenue during the medium and low seasons.
- Determines annual unit and gross-profit plans by implementing marketing strategies; analyzing trends and results.
- Maintains sales volume, product mix, and selling price by keeping current with supply and demand, changing trends, economic indicators, and competitors.
- Establishes and adjusts selling prices by monitoring costs, competition, and supply and demand.

SKILL SET SUMMARY

- Significant Middle East Working experience and knowledge
- Luxury 5 star Hotel experience
- Exceptional organizational skills
- Strong interpersonal and problem solving skills
- Excellent negotiation skills, ability to build strong relationships , and convert business
- High degree of professionalism and confidentiality

LANGUAGES

Arabic: Mother tongue
English: Fluent in Speaking, Writing & Reading

SYSTEMS EXPERIENCE

- Microsoft Office: Word, Excel and PowerPoint
- Internal Hotel Systems: Fidelio, IDS and Opera
- Request For Proposal Systems (RFP): Rate Finding, RFP Lanyon and other system

*All references available on request.