

LAMINE SOUIADI

SALES MANAGER

PROFILE

Experienced Sales Manager with over 19 years of experience in the vehicle rental industry. Expert in developing and executing effective business strategies to drive sales growth and maximize profitability. Strong leadership, account management and customer relations skills. I would like to use my experience within your company to achieve annual sales objectives.

EXPERIENCE

Jan 2022
- present

GENERAL MANAGER

MSN Car Rental Jijel, Algeria

- Management of a fleet of 1200 vehicles with 78% utilization.
- Increase daily and weekly rental by 23%.
- Increase the entire fleet by 3%.
- Manage all sales, marketing and personnel operations.
- Maintain and develop company reputation through public relations

Sep 2015 -
Dec 2021

SALES MANAGER

Al HABTOOR Group, United Arab Emirates

- Certification for distributor standards for the year 2019 of Mitsubishi Motors.
- 2019 Best Sellers Award from Daimler Commercial Vehicles.
- FUSO Award for its distinguished efforts in maintaining the leading market share.
- Dealer of the Year 2018 for achieving the highest sales (Bentley)
- Establish effective account management relationships with all clients.

CONTACT

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🚗 License (UAE driving license)

📍 Jijel, Algeria

📅 July 27, 1980

TECHNICAL SKILLS

- ARMADA database-Rental
- ORACLE Database-Rental
- CRM tools
- Vehicle fleet management system
- MS Office (Word, Excel, PowerPoint)

SKILLS

- Mastery of sales and marketing techniques.
- Leadership and effective management of sales teams.
- Methods for analyzing commercial data.
- Mastery of CRM tools and customer relationship management.
- Persuasion and negotiation of contracts.
- Good sense of organization and time management.
- Strong communication and presentation skills
- Ability to make strategic decisions
- Interpersonal and coaching skills
- Team spirit and cross-functional collaboration

LANGUAGES

- **French** (Advance)
- **English** (Advance)
- **Arab** (Native language)

HOBBIES

- Domaine automobile
- Personal development
- Cinema and travel
- Football

Aug 2008 - **BUSINESS DEVELOPMENT
MANAGER**

AVIS Rent a Car, Dubai

- Develop strategic action plans aimed at increasing turnover.
- Coach and motivate sales teams by providing ongoing training.
- Actively seek out new potential customers and retain them.
- Maintain strong relationships with existing customers and meet their needs.
- Work collaboratively with sales teams to achieve objectives.

Sept 2005 - **SALES MANAGER**

Aug 2008 *AVIS Rent a Car, Dubai UAE*

- Maximize rental opportunities and analyze sales performance.
- Plan and monitor sales strategies and establish measurable objectives.
- Negotiate rental contracts with key clients and conclude major deals.
- Follow market developments by implementing effective marketing campaigns.
- Prepare regular reports on sales performance and communicate effectively with other teams.

FORMATION

1999 - 2003 **PETROLEUM ENGINEER**
M'Hamed Bougara University, Boumerdes

1999 **SCIENTIFIC BACCALAUREATE**
Nasri Ramdan High School, Jijel

2017 **Customer Service Excellence Training**
training Institute

2016 **Internal Quality Audit Training (IQAP)**
training Institute

2015 **Telephone reception training**
training Institute