

# MOHAMMED SAYED

Sales & Business Development Manager

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## PROFESSIONAL SUMMARY

Business development and sales professional with nearly a decade of experience across B2B prospecting, account management, and customer care leadership. Currently Sales and Business Development Manager at Casa Virtuoso, owning the full sales cycle and opening the GCC real estate market through multi-channel outbound, from lead generation and outreach to proposals and closing. Previously led teams of up to 17 to exceed revenue, CSAT, and retention targets, and personally managed SME client portfolios as an SDR and Account Manager. Combines a sales-first mindset with strong client relationship skills, including experience engaging high-net-worth clients, to turn first conversations into lasting business relationships.

## CORE COMPETENCIES

- Business Development & Lead Generation
- B2B Outbound Prospecting (LinkedIn, Email, Direct Outreach)
- GCC Market Development (UAE, Saudi Arabia)
- Proposal, Quote & Deal Closing
- Sales Scripts & Outreach Sequence Design
- Pipeline Management & Forecasting
- Account Management & Client Retention
- Customer Relationship Management (CRM)
- High-Net-Worth Individual (HNWI) Engagement
- Sales Coaching & Team Leadership
- CSAT & Escalation Management
- Performance Metrics & Data Analytics
- Cross-Functional Collaboration
- Labor Law Compliance (Egypt)

## PROFESSIONAL EXPERIENCE

**Sales and Business Development Manager** | Casa Virtuoso (Remote, Full-Time) | Sept 2026 – Present

*Lisbon-based real estate storytelling studio delivering 3D architectural visualization, 360° virtual tours, branding, web, and marketing for property developers.*

- Own the end-to-end B2B sales cycle: market strategy, prospecting, discovery, proposals, quoting, and closing
- Lead the studio's expansion into the GCC real estate market, targeting developers' marketing, sales, and design decision-makers across the UAE, Saudi Arabia, and the wider region
- Run multi-channel outbound across LinkedIn, cold email, and direct outreach to build pipeline and book conversations with senior stakeholders
- Built the sales engine from the ground up: segmented GCC developer lead lists, multi-step outreach sequences, and sales scripts tailored to each buyer role
- Prepare and present tailored proposals and quotes bundling 3D visualization, animation, websites, and virtual walkthroughs to match each client's launch goals and timeline
- Work with the creative team to scope projects and align deliverables with client expectations
- Track outreach and pipeline activity to refine targeting, messaging, and conversion

**Account Manager** | Izam Inc. (Enerpize) | Feb 2026 – July 2026

- Managed a portfolio of SME client accounts for Enerpize, a cloud-based ERP platform, driving product adoption and renewal rates
- Prospected and qualified new business leads as an SDR, achieving a qualified-lead conversion rate above the industry benchmark (typical SDR average is ~15–20% lead-to-opportunity conversion) and ranking among top performers on the team
- Conducted product demos and onboarding sessions, translating client business needs into tailored Enerpize module recommendations (sales, accounting, inventory, HR)
- Collaborated with sales and customer success teams to identify upsell and cross-sell opportunities across Enerpize's multi-module platform
- Tracked account health and pipeline activity in CRM to support forecasting and account planning

### **Customer Care Manager | Farfetch | April 2025 – January 2026**

- Led and mentored a high-performing team of 17 Customer Excellence specialists, fostering a culture of 'luxury-first' service and maintaining a 90%+ employee engagement score
- Designed and implemented specialized training programs focusing on high-net-worth individual engagement, cross-cultural communication, and conflict de-escalation
- Managed workforce planning and KPIs, conducting weekly audits and coaching sessions that improved First Contact Resolution (FCR) by 23%
- Optimized the Boutique-to-Customer feedback loop with logistics and partner-success teams, reducing order cancellation rates by 17%
- Scaled departmental operations during peak commercial periods including Black Friday and Seasonal Sales while maintaining SLA compliance

### **Sales & Customer Service Team Manager | Concentrix | Oct 2022 – Feb 2025**

- Directed a sales-driven team of 12–15 representatives exceeding KPIs for CSAT, SLAs, and sales targets
- Improved productivity by 20% and reduced response times by 15% through CRM optimization and coaching
- Mentored team members on sales techniques and retention strategies, achieving a 95% resolution rate on escalations
- Monitored pipelines and leveraged data insights to surpass revenue targets
- Reduced new hire ramp-up time by 25% through streamlined onboarding
- Collaborated with Talent Acquisition and Payroll Specialists to ensure Egyptian labor law compliance

### **Retention Agent | Concentrix | Sep 2021 – Oct 2022**

- Reduced customer churn by 15% through proactive outreach and tailored loyalty incentives
- Retained over 70% of at-risk accounts with personalized solutions
- Improved client satisfaction scores by 25% within the first year
- Utilized Salesforce and Zendesk CRM systems to track and execute retention strategies
- Partnered with sales teams to refine processes, contributing to a 10% increase in long-term retention
- Exceeded monthly retention targets by 15% or more

## **ADDITIONAL EXPERIENCE**

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- Customer Service Representative | Teleperformance | Nov 2020 – Nov 2021
- Logistics Specialist | IEEE | Nov 2019 – Feb 2022
- Public Relations Specialist | BIO CODE Society | Jun 2020 – 2022
- Customer Service Representative | Orange Egypt | Aug 2019 – Apr 2020
- Inside Sales Representative | Al Marwa for Trading | Feb 2017 – Feb 2019
- Early Career Roles: Trainee (NilePreneurs), Photographer (Eg-compBio), PR Assistant, Organiser (Maker Faire Cairo) | 2019 – 2021

## **EDUCATION**

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- Bachelor of Applied Science (BASc) in Biomedical/Medical Engineering | Nile University | 2019 – 2024
- High School Diploma | STEM High School for Boys, 6th of October | 2016 – 2019