

Charbel Helou

Sales Executive

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SUMMARY

A highly motivated Sales Executive with over 6 years of experience in driving revenue growth and exceeding sales targets. Proven success in negotiating and closing high-value deals, having secured 70 major contracts with a 14% close rate, significantly surpassing sales expectations. Demonstrated leadership in training and mentoring a team of 5 junior sales executives, leading to notable increases in market penetration and overall sales performance. Expertise in developing tailored upsell and cross-sell strategies, resulting in a 27% increase in average transaction value. Adept at managing and expanding client relationships, evidenced by a 41% increase in account penetration and a 99% customer satisfaction rate. Seeking to leverage my extensive sales and client relationship management skills to contribute to a dynamic organization aiming for sustained growth and market leadership.

PROFESSIONAL EXPERIENCE

Sales Executive

Aug 2020 – Present

Twenty Two, Lebanon

- Negotiated and closed 70 high-value deals by closing 14% of deals and significantly exceeding sales expectations.
- Trained a team of 5 junior sales executives, achieving significant growth in sales and market penetration.
- Provided tailored and comprehensive customer service and support, achieving a 99% customer satisfaction rate.
- Introduced a personalized upsell and cross-sell strategy, increasing the average transaction value by 27%.
- Conducted 30+ sales meetings weekly, by building and nurturing a robust pipeline of 1,200 qualified leads.
- Identified new opportunities within existing client accounts, resulting in a 41% increase in account penetration.
- Built and nurtured client relationships through tailoring solutions, increasing repeat business and retention rates.

Sales Executive

Jan 2017 – Jul 2020

Toolstop, Lebanon

- Expanded the customer base by 35 new high-value B2B clients, through targeted cold outreach and networking.
- Guided and sold 20 retail B2C customers daily by promptly identifying and addressing various customer needs.
- Increased average deal size by 16% through personalized upselling and cross-selling of complementary products.
- Designed and implemented personalized customer experiences, leading to a 98% customer satisfaction rating.
- Implemented a personalized client relationship management strategy, increasing customer retention to 86%.
- Maintained a consistent 100% accuracy rate when entering all customer data into the point-of-sale system.
- Executed personalized and proactive follow-up strategies, leading to a 39% increase in closed deals and revenue.

EDUCATION

Master's Degree in Finance

Arab Open University, Lebanon (AOU)

Oct 2020 – Aug 2022

Bachelor's Degree in Business & Accounting

Arab Open University, Lebanon (AOU)

Oct 2014 – Aug 2017

CERTIFICATES & TRAININGS

- Bird Inventory and Accounting Software Training (Mar 2024)
- IELTS Academic Certificate (Apr 2023)

OTHER SKILLS

- Highly proficient in Microsoft Office Applications, Adobe applications, and Google Workspace tools.
- Highly proficient in Omega Software System, and Bird Accounting Software.

LANGUAGES

- Arabic (Native)
- English (Fluent)
- French (Basic)
- German (Basic)