

MOHAMED HELLOULI

NATIONAL SALES MANAGER | SALES COACHING

SALES DEVELOPMENT & PERFORMANCE

Understand. Persuade. Close. Drive progress.

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PROFILE

Senior sales manager and field performance coach with over 20 years of experience in Morocco and Belgium. I combine sales network leadership, sales management and a structured approach to client meetings, turning opportunities into business decisions.

SALES METHOD & COACHING

- 01 QUALIFY**
Needs, decision-maker, challenges and potential.
- 02 PERSUADE**
Value, evidence and handling objections.
- 03 CLOSE**
Decision, commitment and follow-up.
- 04 COACH**
Observe, measure and improve.

6 PERFORMANCE DRIVERS

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|---|---|
| SALES
Prospecting
Retention
Closing | NETWORKS
Engagement
Standards
Field support |
| TRACKING
Targets
KPIs
Action plans | LEADERSHIP
Coaching
Coordination
Teams |
| B2B / B2C
Partnerships
Negotiation | CUSTOMERS
NPS
Experience
Satisfaction |

PROFESSIONAL EXPERIENCE

- 2023 - 08/2026 SAFANA EVENTS | Founder & Managing Director** **EVENTS**
 - Founded and grew the company through sales strategy, partnerships and negotiation.
 - Organized 10 events, including 2 conferences, 4 seminars and round-table discussions.
 - Managed budgets, suppliers and client satisfaction.
 - Developed the B2B client and partner portfolio.

10 events organized	2 conferences	4 seminars	RT round tables and other events
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- 2015 - 2023 STELLANTIS MOROCCO | National Sales Manager** **AUTOMOTIVE**
 - Managed three brands: FIAT, JEEP and ALFA ROMEO.
 - Led a national network of 9 dealerships.
 - Opened and supported 3 Jeep and Alfa Romeo sales outlets in Casablanca.
 - Set sales targets, budgets, KPIs and field action plans.
 - Improved customer satisfaction (NPS) and market share.

FIAT 10,036 passenger + light commercial (2018) 5.66% market share	JEEP 1,801 sales (2021) +42.6% vs. 2020	ALFA ROMEO 907 sales (2018) 0.51% market share	9 dealerships managed
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- 2010 - 2014 RENAULT MOROCCO | Head of Sales & Logistics** **AUTOMOTIVE**
 - Managed sales, targets, customer portfolio and corrective actions.
 - Oversaw operations at the Sidi Maarouf site and regional logistics.
 - Implemented SMPP and continuously improved processes.

130 vehicles/month Sidi Maarouf site	92% TAFS quality	SMPP implemented
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- 2007 - 2010 KIA MOTORS BELGIUM | Automotive Sales Consultant** **AUTOMOTIVE**
 - Handled showroom sales, negotiation, closing and customer retention.
 - Managed relationships between the importer and the dealership.
 - Monitored dealership bonuses and related administrative and financial matters.
 - Coordinated orders, financing and deliveries.
- 2005 - 2006 ADHERSIS BENELUX | B2B Business Developer - IT Security** **IT / B2B**
 - Prospected clients and developed sales of the Backupia solution (R1).
 - Qualified decision-makers, delivered demonstrations and negotiated deals.
 - Managed sales follow-up and B2B customer relationships.
- 2002 - 2004 AUTO HALL - MARRAKECH | Automotive Sales Consultant** **AUTOMOTIVE**
 - Sold new and used vehicles to individual and business customers.
 - Prospected clients and managed financing, delivery and follow-up.
 - Showcased 1-2 Mitsubishi pickup models in Marrakesh markets.



EDUCATION

Degree in Applied Econometrics - Bac+4
Cadi Ayyad University, Marrakesh | 1996-2000



LANGUAGES

Amazigh	Arabic	French	English
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