MOHAMED HELLOULI

SALES AND NETWORK MANAGER



I grow sales.
I help teams grow.

Senior sales manager with over 20 years of experience in Morocco and Belgium. Network management, sales management, business development and field coaching.

UNDERSTAND • CONVINCE • CLOSE • HELP PEOPLE GROW

CONTACT

EMAIL
mhellouli73@gmail.com

PHONE
+212 661 36 94 70

PROFILE

Sales manager and field coach: network management, B2B/B2C development, team management, negotiation and performance improvement.

COACHING METHOD

1. **Observe** — Review field practices.
2. **Analyse** — Identify the key levers.
3. **Act** — Roll out action plans.
4. **Measure** — Track KPIs and adjust.

KEY SKILLS

- Business development
- Network leadership
- Team management
- Field coaching
- B2B / B2C negotiation
- KPIs & steering
- Sales performance
- Customer satisfaction

EDUCATION

Applied degree in econometrics

4-year degree · Cadi Ayyad University, Marrakech

1996 – 2000

LANGUAGES

- Amazigh
- Arabic
- French
- English

PROFESSIONAL EXPERIENCE

SAFANA EVENTS — 2023 – 09/2026

Founder and managing director

B2B business development, coordination of congresses and seminars, supplier management and client relations.

CLIENT REFERENCES

STELLANTIS — 2015 – 2023

Area sales manager — Fiat, Jeep, Alfa Romeo

Managing 9 dealerships, field coaching, KPIs and sales action plans.

Result: opened 3 Jeep / Alfa Romeo dealerships.

YEARLY CHANGE BY BRAND

BRAND	2017	2018	2019	2020	2021	2022
FIAT	-18.47%	·	·	·	·	-2.78%
JEEP	·	+39.30%	-4.79%	-16.47%	·	-28.43%
ALFA ROMEO	·	+149.86%	-37.82%	-20.04%	+42.60%	-18.18%

RENAULT MAROC — 2010 – 2014

Sales manager

Managing 9 salespeople: prospecting, coaching and KPIs.

BRAND	AVG. SALES / MONTH	QUALITY (TAFS)
DACIA	80 new cars	89%
RENAULT	50 new cars	93%

Supply chain manager

Logistics for 5 dealerships; set-up of the SMPP.

KIA MOTORS BELGIUM (GARAGE LA SCALA) — 2007 – 2010

Car salesperson

New car sales, sales files, importer relations and end-of-life vehicles (VHU).

INDICATOR	RESULT
AVERAGE SALES	35 new cars / month
ECM QUALITY	97%

EQUINERGY — BELGIUM — 2005 – 2006

Field sales representative

Visiting doctors, pharmacists and therapists; selling herbal-based products in Belgium.

Result: developed the Namur, Liège and Arlon areas.

AUTO HALL — MARRAKECH — 2002 – 2004

Mitsubishi car salesperson

Prospecting, regional shows, new car sales and administrative and financial follow-up of files.

Result: 107% of the sales target in the first year.