

Abubaker Ahmed Babiker Abdalla

Date of birth: 23/2/1990

Nationality: Sudanese

Marital status: Married

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Professional Title:

Senior Sales & Accounts Manager – Insurance & Corporate Solutions

Professional Summary:

Senior Sales & Account Manager with over 8 years of experience in the Saudi insurance market, specializing in B2B corporate sales, SME portfolio growth, and policy lifecycle management across medical, motor, property, and general insurance sectors. Proven track record in negotiating and closing high-value contracts, maintaining client satisfaction exceeding 90%, and achieving 25% year-over-year revenue growth. Possesses strong leadership skills, strategic relationship-building capabilities, and excellent communication skills. Highly proficient in using CRM systems, aligning insurance solutions with client risk profiles, and ensuring full compliance with underwriting and regulatory requirements. Seeks to leverage expertise to support organizational growth and deliver client-focused insurance solutions, with a focus on innovation and achieving strategic objectives.

Professional Experience:

Corporate Sales Coordinator / Account Manager

Medgulf Insurance Company – Dammam, Saudi Arabia

Apr 2020 – Feb 2024

- Expanded corporate client portfolio by **30%** year-over-year, focusing on engineering and contracting sectors through innovative prospecting strategies and effective referral channels, demonstrating strong **strategic thinking** and **business development** capabilities.
- Successfully negotiated and closed high-value B2B insurance contracts, contributing to **25%** annual revenue growth by precisely aligning solutions with client risk profiles, reflecting strong **negotiation** and **problem-solving** skills.
- Provided specialized consultations to over **100** clients on comprehensive insurance solutions across medical, motor, property, liability, and general insurance, achieving a **20%** increase in policy adoption rates, showcasing effective **communication** and **trust-building** skills with clients.
- Streamlined policy issuance, renewal processing, and claims follow-up using advanced CRM tools, resulting in a **35%** reduction in turnaround time and significantly improved service quality, highlighting **organizational** and **process management** skills.
- Achieved and maintained a client retention rate of **90%** by delivering customized post-sale support, regular performance reviews, and swift, efficient claims resolution, underscoring commitment to **client satisfaction** and **long-term relationship building**.

Sales and Accounts Manager

Alsager Insurance Company – Dammam, Saudi Arabia

Jul 2017 – Apr 2020

- Developed and executed strategic sales plans targeting individual and SME clients across general insurance lines, resulting in **20%** year-over-year growth in new policies, reflecting strong **strategic planning** and **goal achievement** skills.
- Delivered product presentations and conducted consultative meetings with key decision-makers, leading to successful closure of high-retention contracts, highlighting **persuasion** and **influence** skills.
- Trained and mentored over **5** junior sales staff on product knowledge, objection handling, and sales techniques, improving team quota attainment by **30%**, and demonstrating **leadership** and **team development** skills.
- Enhanced client retention by **30%** through personalized policy reviews, proactive renewals, and high-touch relationship management, emphasizing **excellent customer service** and **client retention**.
- Ensured compliance with underwriting guidelines, regulatory requirements, and internal policies throughout all stages of the sales cycle, showcasing commitment to **accuracy** and **regulatory compliance**.

Education:

- **Diploma in Marketing**, University of Khartoum – Sudan, *2014*

Certifications:

- Insurance Foundation Certificate – Institute of Finance
- Leadership & Team Development Program

Core Skills & Competencies:

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|---|-----------------------------------|
| • B2B Insurance Sales (Medical, Motor, Property, General) | • Team Leadership |
| • Corporate Account Management & Retention | • Staff Training |
| • Client Onboarding & Relationship Development | • Strategic Thinking |
| • CRM Systems (e.g., Salesforce, Zoho CRM) | • Business Development |
| • Policy Issuance, Renewal & Claims Coordination | • Problem Solving |
| • Insurance Underwriting Principles & Compliance | • Effective Communication |
| • Sales Strategy & Target Achievement (KPI-Driven) | • Trust Building |
| • Contract Negotiation & Proposal Development | • Organization |
| • Insurance Market Analysis & Risk Profiling | • Process Management |
| • Team Leadership & Staff Training | • Long-term Relationship Building |
| • Microsoft Office Suite (Excel, Word, PowerPoint) | • Strategic Planning |
| | • Goal Achievement |
| | • Persuasion and Influence |
| | • Customer Service |
| | • Regulatory Compliance |

Languages:

- **Arabic:** Native , **English:** Fluent