



# InsPira

A WORLD OF CREATIVITY  
CORPORATE EVENTS AND TRAINING

## Rasha Allam Biography

Masters of Psychology Ain Shams University

Diploma of Sales – AUC

Certified Train of Trainer -

Institute of Sales and Marketing Management - USA



Rasha is a senior manager with 28 years of Experience of extensive experience and achievement in all Management, Human development, sales management, Training and Bancassurance with rapidly growing Multinational firms in a highly competitive business field. Rasha present a solid entrepreneurial approach to business initiatives and have been cited for insight and creativity in developing viable solutions to expand operations, customer accounts, and bottom-line profits. Rasha is comfortable in sales presentations before senior managers and executives and throughout work experience; primary emphasis has always been placed on creating and maintaining the highest standards of client service and relations.

Rasha Previously People Development & Training Manager at Royal & son Alliance Insurance Company Egypt with a collective experience of 26 years in Sales Operations.

She was born in Cairo,1970, she graduated from Ain Shams University, Faculty of Arts - Sociology Department in 1992.

Rasha has started her sales career with Xerox Egypt in 1991 for 9 years , Moved with outbound sales agent with commercial operation , Service Contracts and Telesales.

In 2000, Rasha started her career from Sales Operations with Xerox Egypt to Retail sales with Banks, she was launching Credit cards and personal loans for Citibank Alexandria Branch and influencing high impact improvements projects aiming to deliver significant Business results through Managing, coaching and mentoring team members to increase their competency in quality methods and tools



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In 2001, she joined Allianz Egypt as a Head of Alexandria and Delta Region – Bancassurance Department ,

In 2004 She joined Piraeus Bank – Egypt as a Retail Department Head

In 2008 she joined Bupa Subsidiary Medical Insurance service as a Director for Brokers channel

In 2000 she supported launching credit cards and Personal Loans Sales in Alexandria

In 2001, in addition to her job role with Allianz Egypt , she joined the Technical team in Allianz Egypt to Launch first Bancassurance agreements with Banque Misr & MIBank.

In 2011 she started to be Sales , Soft Skills , General Insurance , Life & Medical Insurance Trainer

### **Courses Delivered & Specialties:**

- Soft Skills Training
- S.P.I.N sales Techniques
- Closing Tactics
- Handling Objections
- How to sell Insurance
- Communication Skills
- Negotiation Skills
- Excellenc Phone Etiquette
- Business Etiquette
- Effective Middle Management Skills
- Advanced Customer Service
- Fundamentals for Call Center
- Telesales Skills
- Insurace Concepts and Basics
- Selling Skills and Technical Insurance ( Life and General)
- Leadership and Coaching for first time Manager
- Emotional Intelegence
- Technical Insurance ( Life – General and Medical)
- Complex sales Process
- Innovation and Creativity for Begginers
- Marketing Fundmentals
- Presentation Skills
- Time Management
- Strategic Problem Solving

