PORTFOLIO 2026 · CASABLANCA

Hajar Benabid.

Customer Success & B2B Business Development

I win clients. Then I make them stay.



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LANGUAGES
Arabic · French · English

Customers don't leave products.
They leave people who stopped listening.

My job is to **never stop listening**: find the right clients, understand what they really need, and turn a first contract into a **long-term partnership**.

Built on the front line.

Six years facing customers every day, a Master's Degree to structure it, and a brand of my own to prove it.

6+

Years customer-facing

Service, sales and account management.

5.5

Years in CRM account management

Daily case follow-up, retention and upsell.

3

Languages

Arabic, French and English.

1

Brand built from zero

INOVIBE, run end to end.

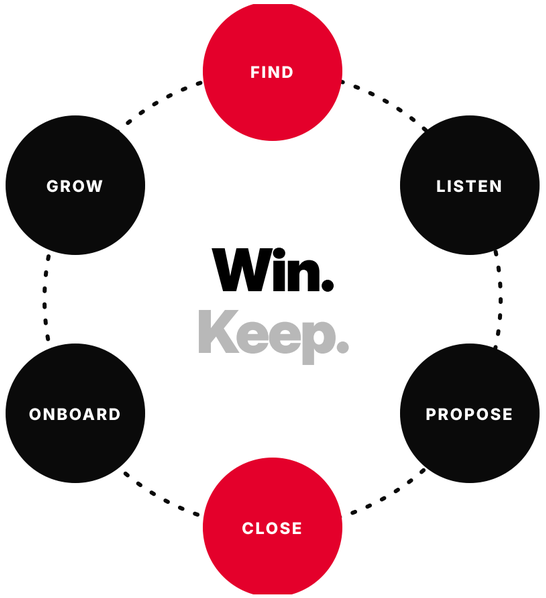
M

Master's Degree

Marketing and Commercial Strategy, ENCG Kénitra.

The Account Loop.

One cycle that takes a company from **stranger** to **loyal account**, and then starts again with more value.



01	**Find**	Map the market, qualify leads, reach the real decision maker.
02	**Listen**	Discovery calls that uncover the real need, not just the request.
03	**Propose**	A clear proposal with a clear value proposition: commercial, technical, financial.
04	**Close**	Handle objections, negotiate fairly, sign.
05	**Onboard**	A smooth start: first results fast, expectations set, trust built.
06	**Grow**	Health checks, renewal, upsell and cross-sell. Then the loop starts again.

CONCEPT PROJECT 01 CUSTOMER SUCCESS

The first 90 days.

B2B SaaS | 50 to 200 employees | ~300 business clients | Morocco

CHALLENGE
New clients sign, then go quiet. Many do not renew after year one.

INSIGHT
Churn is decided in the first 90 days, not at renewal time.

APPROACH
A 90-day onboarding playbook, a simple customer health score in the CRM, and a quarterly business review for every key account.

DELIVERABLES
Onboarding plan · Health score model · QBR template · Churn-risk alerts

CUSTOMER HEALTH DASHBOARD ILLUSTRATIVE

ACCOUNT	USAGE	LAST CONTACT	STATUS
Client A · Logistics		3 days	HEALTHY
Client B · Retail		8 days	HEALTHY
Client C · Education		21 days	WATCH
Client D · Health		45 days	AT RISK
Client E · Industry		12 days	WATCH

TARGET KPIS

-25%
Year-one churn

30d
Time to first value

100%
Key accounts with a QBR

CONCEPT PROJECT 02 B2B BUSINESS DEVELOPMENT

From cold list to signed deal.

Corporate training | 20 to 50 employees | B2B | Casablanca

CHALLENGE	A strong offer, but almost all sales came from referrals. No predictable pipeline.
INSIGHT	**HR managers don't buy training. They buy a solution to a team problem.**
APPROACH	A target account list of 150 companies, a 14-day multichannel cadence (LinkedIn, email, phone), and a proposal built around each client's problem.
DELIVERABLES	Ideal customer profile · Prospecting cadence · Pitch script · Proposal template

14-DAY PROSPECTING CADENCE

ILLUSTRATIVE

D1	LINKEDIN	Connect with the HR or L&D manager. Short, personal note.
D3	EMAIL	One clear problem, one result from a similar company.
D6	PHONE	Ten-minute discovery call. Listen first.
D9	EMAIL	Send a tailored mini-proposal based on the call.
D14	MEETING	Present the offer to the decision maker. Ask for the next step.

TARGET KPIS

150
Target accounts mapped

20%
Meetings booked from replies

2x
Pipeline in one quarter

CONCEPT PROJECT 03 ACCOUNT MANAGEMENT

Grow the account, not the pressure.

Marketing agency | 10 to 30 employees | 40 active clients | Casablanca

CHALLENGE	Most clients buy one service only. Revenue depends on winning new clients every month.
INSIGHT	**The best upsell is the answer to a problem the client already told you about.**
APPROACH	An account growth map for each key client, a monthly results report, and upsell offers linked to the client's own goals.
DELIVERABLES	Account growth map · Monthly report · Upsell and cross-sell offers

ACCOUNT GROWTH MAP · CLIENT F

ILLUSTRATIVE

TODAY

Social media management

Monthly retainer, happy with the content.

WHAT THEY TOLD US

"We get likes, not leads."

Heard in the last monthly review.

UPSELL

Lead generation with Meta & Google Ads

Directly answers their stated problem.

CROSS-SELL NEXT

Landing page + CRM set-up

Turns new leads into tracked sales.

TARGET KPIS

+30%
Revenue per account

1.8
Services per client (from 1.2)

90%
Client retention

CONCEPT PROJECT 04 RETENTION & CRM

Bring them back.

D2C e-commerce brand | 5 to 15 employees | ~8,000 past customers | Morocco

CHALLENGE	Most customers buy once and never come back. Ads are getting more expensive.
INSIGHT	**Keeping a customer costs much less than finding a new one.**
APPROACH	Segment the customer base in the CRM, then a 4-step win-back journey on WhatsApp and email with personal recommendations.
DELIVERABLES	Customer segments · Win-back journey · Message templates · Monthly dashboard

WIN-BACK JOURNEY

ILLUSTRATIVE

1 — 2 — 3 — 4

Day 60
"We miss you." Personal note.

Day 67
New collection picked for their style.

Day 75
Loyalty offer, limited time.

Day 90
Ask for feedback. Learn why.

STEP 1 · WHATSAPP MESSAGE

Salma, it's been a while.

We saved a few new pieces we think you'll love, based on what you chose last time. Want a look?

TARGET KPIS

12%
Inactive customers reactivated

+20%
Repeat purchase rate

-15%
Cost per order

Proof, not theory.

INOVIBE

Since July 2025 I have run INOVIBE, my self-employed studio: custom brass and copper jewelry, plus marketing, design and web services for small businesses.
hajar.page/inovibe

01 Market research	02 Sourcing	03 Branding	04 Website	05 Content	06 Social media
07 Acquisition	08 Sales	09 Orders	10 Delivery	11 Service	12 Loyalty

Full-cycle ownership.

12 steps, from the first idea to the repeat customer. I know how every link affects the next.

Customer obsession.

I personally advise each client, handle returns and follow up after purchase.

Commercial judgement.

I set prices, choose suppliers and decide what to sell based on what customers actually buy.

Transferable to any company.

The same cycle drives a B2B account: win it, serve it, grow it.

Where each skill was earned.

	YOURCE MAROC 2020 TO 2026	INOVIBE 2025 TO PRESENT	JODY CAVALIE ACADEMY 2026 · CONTRACT	V5 DIGITAL 2026 · CONTRACT
Customer relationship & retention	●	●	○	●
CRM & account management	●	●	○	●
B2B prospecting & pipeline			●	●
Proposals, negotiation & closing	○	●	●	●
Upsell & cross-sell	●	○		●
Digital marketing & paid ads		●	○	●

● Core of the role ● Regular part of the role ○ Supporting

Tools I use every day.

CRM & PIPELINE

HubSpot
Odoo
Sage

Accounts, deals, follow-up and reporting.

ACQUISITION

Meta Ads
Google Ads

Lead generation and paid campaigns.

MEASUREMENT

Google Analytics

Traffic, audience and conversion.

CREATIVE

Canva
Illustrator

Proposals, decks and brand visuals.

Data, content and relationships. Connected.

Let's grow your accounts.

Open to **Customer Success**, **Account Management** and **B2B Business Development** roles in Casablanca.

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