

DR. YOUSUF MAHOMED

High-Ticket Sales Operations | CRM Administrator (Salesforce/Notion)

Medical Doctor (MD Equivalent)

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PROFESSIONAL PROFILE

Elite operational leader and qualified Salesforce Administrator bridging high-ticket outbound sales with over 20 years of high-stakes medical triage and practice management. Having generated ~R10 million in private practice revenue and managed complex departmental pipelines, I am pivoting entirely into the high-ticket sales and CRM space. I bring the "hunter" DNA of a proven appointment setter—having closed R1M+ in renewable energy—combined with the executive ability to rapidly uncover pain points, handle complex objections, and drive metrics-based performance.

CORE COMPETENCIES & TECHNICAL SKILLS

- **Sales & Setting:** Top-of-Funnel Pipeline Management, Outbound Prospecting (Phone/DM), Complex Objection Handling, High-Ticket Qualification, B2B/B2C Triage.
- **CRM & Operations:** Salesforce Administration (SCA), Lightning Experience, Sales Path, Notion Workspace Architecture, Lead-to-Resolution Tracking.
- **Leadership & Strategy:** Financial Year Planning, High-Stakes Decision Making, Workflow Optimization, Protocol & Algorithm Design, Clinical Auditing.
- **Technical Stack:** HTML, CSS, JavaScript, Web Development, Advanced Prompt Engineering & AI Workflows.

PROFESSIONAL EXPERIENCE

Clinical Manager & Head of Department (Accident & Emergency) | Madadeni Provincial Hospital | Jun 2015 - Present

- **Risk & Metric Management:** Spearheaded communication protocols and operational workflows that successfully reduced departmental litigation from ~R75 million annually in 2015 to under R1 million in 2026.
- **Pipeline Velocity & Throughput:** Identified critical operational bottlenecks and implemented efficiency initiatives that slashed average wait times from over 12 hours to under 2 hours, drastically increasing departmental capacity.
- **Operational Triage:** Oversee high-volume patient flow and resource allocation, ensuring rapid qualification and zero critical failures under extreme pressure.

- **Leadership & Training:** Attracted and trained over 500 doctors and students since 2020, enforcing strict KPIs, professional touchpoints, and elite communication standards.
- **Stakeholder Negotiation:** Secure buy-in from senior hospital directors and specialists, acting as the backend operational leader of a critical healthcare facility.

High-Ticket Appointment Setter & Sales Consultant | Residential Solar | Jan 2019 - Mar 2020

- **Revenue Generation:** Sourced, qualified, and closed a pipeline resulting in over R1,000,000 (ZAR) in revenue within a 12-month period.
- **Pipeline Management:** Handled cold/warm lead outreach and qualification via direct messaging and outbound calls, voluntarily pausing to return to frontline medical service during the 2020 pandemic.
- **Complex Objection Handling:** Navigated high-friction financial objections by communicating ROI and technical specifications to highly skeptical prospects.

Medical Doctor (Private Practice) | Jan 2006 - Jun 2015

- **Consultative Sales & Revenue:** Acted as the primary revenue driver, generating approximately R10 million by effectively diagnosing problems and gaining patient commitment to long-term treatment plans.
- **Pain Point Diagnosis:** Rapidly qualified a diverse patient base, uncovering core pain points and maintaining consistent touchpoints to ensure compliance and satisfaction.

TECHNICAL & AI PROJECTS PORTFOLIO

- **Salesforce Workflow Development:** Developed custom Lightning Apps and utilized Sales Path to design structured stages for community health tracking, ensuring accurate data workflows.
- **Medical-Tech Web Development:** Designed, coded, and deployed a custom personal portfolio integrating medical expertise with web development utilizing HTML, CSS, and JavaScript.
- **Clinical AI Data Structuring:** Leveraged advanced AI models for complex dataset annotation; evaluated outputs to automate the formatting of extensive hospital protocols.

EDUCATION, CERTIFICATIONS & LICENSURE

- **Salesforce Certifications:** Salesforce Certified Administrator (SCA); Salesforce Sales Path (Trailhead)
- **Medical Degree:** Bachelor of Medicine, Bachelor of Surgery (MBChB) - US Medical Doctor (MD) Equivalent | Medical University of South Africa
- **Tech Certifications:** Responsive Web Design & JavaScript Algorithms (freeCodeCamp); Learn Enough Society Certificates in Command Line, Git, HTML, CSS, and JavaScript
- **Professional Registration:** Health Professions Council of South Africa (HPCSA) - Independent Practice