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| **Laila** ***Senior Sales Executive / Customer Service Professional*****E-mail:** laila.23157@2freemail.com  |  |

**Profile Synopsis**



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Versatile, Dynamic and Gulf experience professional equipped with 7+ record of delivering key significant contributions towards companies’ continued business growthand track record of delivering top quality performance within diversified industry such as (Chalhoub Group, Paris Gallery) etc. Demonstrated proven work experience in achieving sales and operational targets while exceeding customer expectations within Retail Industry. Excellent track record in managing store, stock inventory, maintaining close ties with suppliers, supervising staffs, fostering client relations and delivering high service standards that greatly contributed to company’s business growth; Strategic and fast-track achiever with an exceptional capacity to lead, train, mentor and guide junior professionals in order to achieve assigned targets independently towards achieving cumulative results. Desirous for continuous learning with good analytical, problem solving, decision making, organization, coordination, supervision, time management, communication and interpersonal skills; Seeks a challenging work profile where gained skills, experience and industry knowledge will have a valuable impact.

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| **Strengths** |
| * Gained 7+ years’ experience within diversified industry
* Vast background in Perfume/Fashion & Retail industry
* Strategic Planning - Business Development Skills
* Fluency in English/Arabic/French verbal & written
* Solid Management & Leadership Performance Skills
 | * Expertise in Sales & Customer Service Management
* Aptitude in Business Administration/Organizational skills
* Capabilities to Multi-task and meet tight deadlines
* Excellent Tolerance & Problem Solving Skills
* Goal Driven – Dynamic – Vibrant Personality
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| **Career Snapshot** |

**Senior Sales Executive – Chalhoub Group (Bags Section) Dubai 2013 – Present**

**Sales Promoter/M.Micaliff – Paris Gallery (Perfume Section) Dubai 2010 – 2012**

**Sales Executive – GPS Info Call Center, Rabat, Morocco 2008 – 2010**

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| **Areas of Expertise** |

**Senior Sales Executive**

* Responsible for developing a portfolio of accounts through new business development. Develop new sales opportunities and manage the full negotiation and close process with clients from start through sales closure.
* Manage the sales process for new prospects, from initial contact through to closure. Deal with customer enquiries face to face, over the phone or via email.
* Provide professional customer care to walk in clients in the showrooms, aide in selection, documentation and organize for deliveries if necessary and after sale service.
* Assist clients by advising on promotion product and new arrival to increase cross selling in between the show rooms.
* Maintain relationships with clients by providing support, information, and guidance; researching and recommending new opportunities; recommending profit and service improvements.
* Identify product improvements or new products by remaining current on industry trends, market activities & competitors.
* Inform the management of low stocks level, feedback on products form the clients, suggestions and issues related to product display.
* Contact clients by phone to negotiate terms of an agreement and conclude sales. Review own sales performance and strategize on how to make proper and effective improvements.
* Achieve all revenue targets & objectives in line with the Area Business Plan.Develop and maintain successful business relationships with all prospects.
* Prepare reports by collecting, analyzing, and summarizing information. Maintains quality service by establishing and enforcing organization standards.

**Customer Service Management**

* Act as first point of contact for customers while projecting professional image at all times. Skillful in providing first-class customer experience resulting to satisfaction, loyalty and retention.
* Verify the work of assigned employees for accuracy, proper work methods, techniques, and compliance with applicable standards and specifications.
* Perform the full range of customer service duties; provide customer service and assistance to the public; answer telephone calls, screen and direct calls.
* Respond to client inquiries and problems, providing necessary information and assistance; apply basic concepts, practices and procedures of handling client’s complaints while meeting quality standards for customer services.
* Obtain and examine all information to assess validity of complaints and determine causes.
* Deal with multicultural clientele; resolve complaints-queries by effective problem solving.
* Continually develop an understanding of the company’s culture, products, ethical initiatives, other areas of business and reflect the same in everyday performance.
* Contribute the development of the organization’s goodwill/ reputation by presenting a professional image at all times.

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| **Proven Job Role** |

**Senior Sales Executive – Chalhoub Group (Bags Section) Dubai**

* Demonstrated proven track record and achieved best seller of high-end models in the brand and gained outstanding sales results.
* Manifest of being passionate for delivering excellent customer service at all time. Approachable and very well presented.
* Acquired good understanding of fashion trends within retail industry.
* Developed and maintain customer relationships in order to build strong loyalty and client’s retention.
* Communicated with customers to assess and satisfy their needs, and meet or exceed their expectations.
* Effectively maintained high standards of VM housekeeping in term of cleanness, displayand stock rotation.
* Implemented all merchandising as per the brand’s visual merchandising guidelines.

**M.Micaliff Promoter – Paris Gallery (Perfume Section) Dubai**

* Responsible for daily operation ensuring the correct service levels, distribution and display of company products to an agreed customer base.
* Effectively maintain all brands are available in the shelves and in the displayand ensure cleanliness.
* Consistently track and maintain store inventory of all the stock and testers on available.
* Lead and train JuniorStaff in the store to increase overall sales for their fragrance line.
* Travelled often throughout a country working with multiple store events on weekend.
* Prepared daily and monthly sales report and submit to the management.
* Demonstrated and explain products, methods, or brand promotion in order to persuade customers to purchase products.

**Sales Executive – GPS Info Call Center, Rabat, Morocco**

* Sold products by establishing contact and developing relationships with prospects; recommending solutions face to face or through the phone.
* Provided after sales services and collocating customers' feedback about the sold products.
* Efficiently handled customer’s complains and help solved their concern.
* Reported customer’s feedbacks and complains to the quality and sales managements.

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| **Educational Qualification** |

**Flight Attendant Training & Tourism Studies – ESARC Stud 'Air 2007 – 2009**

*Successfully completed the firs and the second*

**Royal Air Morocco – Rabat Sale Airport -** *Two months summer training as ground stewardess* **2008**

**High School Diploma/Level BAC – Jaber Ibon Hayan, Morocco 2004 – 2007**

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| **I.T Proficiency** |

* Proficient in MS Office application (Word, Excel, PowerPoint, Email application & Internet).

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| **Personal Details**  |

Nationality : Morocco

Date of Birth : 08th Oct 1988

Marital Status : Single

Visa Status : Employment

Languages : English, Arabic & French

Driving License : UAE Driving License plus own car

Reference : Available upon request