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**ALEXANDRU**

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**ACADEMIC QUALIFICATION**

Sep 1991-July 1995 High School –Humanistic Profile Brasov, Romania

2012 University of Transylvania – Management, Brasov, Romania

**PROFILE**

A highly motivated sales professional who has a comprehensive background in automobiles, a team player that is always ready for new challenges. Over 14 years’ experience in diversified sales management in Europe and the Middle East.Recognized as a top performer consistently achieving annual sales /financial goals. Proven track record of combining sales and marketing leadership with sound business practices to position the retailer for long-term growth and profitability. Known as a results-oriented individual with strong problem solving, analytical, interpersonal relations and “sense of urgency” skills. Proven retail sales management experience and exceptional motivational skills. Excellent communication skills mixed with team leadership and a passion for sales. Highly competent and versatile in all my duties. Ability to work under pressure. Sincerity, competency, dedication and hard working qualities.

Skilled in all aspects of consumer buying consultation, identifying and evaluating emerging trends, assessing individual lifestyles and needs, researching competitor pricing and selections.Due to my easy approach and personality I have develop long time relationships with some clients who from a personal purchase in the showrooms became corporate clients and are continuously recommending me to their personal networks.

**EXPERIENCE**

Mar 2015 - Present **Liberty Automobiles Co, Dubai, UAE – Cadillac, Opel**

*Showroom in charge-Opel*

*Senior Sales executive-Cadillac*

**Key Responsibilities:**

* Forecasting and planning monthly, quarterly, yearly target with the teams and presenting overall target to the management.
* Monitoring quotas on a weekly basis to ensure target achievement.
* Creating a friendly and professional attitude towards the clients to ensure full satisfaction during their car purchase experience.
* Regular meetings with the Sales Manager to review all activities, enquiries and the results of prospecting and marketing to assess progress towards targets and plans.
* Providing different finance option to ensure to assure highest possibilities for closing the deal.
* Looking after the layout of the promotional materials and display of cars in the showroom and reviewing on a daily basis to ensure maintaining the corporate identity of the brand.
* Conducting market research and providing a base for developing product & service to suit the changing market trend
* Active participation in Trade and Motor shows

Jan 2012 – Mar 2015 **Al Nabooda Automobiles LLC, Dubai, UAE – Volkswagen**

*Certified Sales Executive*

**Key Responsibilities**

* Planning, establishing and achieving sales target
* Creating a friendly and professional attitude towards the clients to ensure full satisfaction during their car purchase experience.
* Providing different finance option to ensure to assure highest possibilities for closing the deal.
* Looking after the layout of the promotional materials and display of cars in the showroom and reviewing on a daily basis to ensure maintaining the corporate identity of the brand.
* Conducting market research and providing a base for developing product & service to suit the changing market trend

Apr 2003 – Oct 2011 **AGMC, Dubai, UAE - BMW**

*Certified Sales Executive*

**Key Responsibilities**

* Responsible for enhancing profitability, sales and market share through implementation of strategic and tactical sales plans for promoting the sales of BWM brand of vehicles through retail sales
* Maximizing showroom contribution through exploiting every opportunity to drive sales, reduce stock and maintain cost controls as well as delivering the highest level of customer services
* Developing new leads through personal and professional networks on individual sales as well as corporate sales (Emirates Holidays, DMCC, Jumeirah Beach Hotel, Ritz Carlton)
* Spearheaded and grew sales from zero units p/a to 180 Units p/a to outperform corporate targets every year of tenure
* Facilitating with all aspects of customer experience such as proposing for the requirement and advising on models, arranging insurance, financing and extended after sales contact
* Understanding customer’s needs and provide them with various product information, options, price and handle all queries
* Strictly adhered to Sales & Service Standards of BMW to keep the Customer Satisfaction Index (CSI) high
* Attend regular meetings with the Brand Manager, Sales Manager and team members in order to discuss and develop strategies to promote sales of fast and slow moving vehicles.
* Ensure that the showroom provides a comfortable, informative and hassle free shopping environment by adhering to the visual merchandising theme.
* Ensure individual and showroom compliance with all company regulations and procedures.

Nov 1999 – Mar 2002 **S.C. Elite Romania, Brasov, Romania - Doncafé**

*Sales Executive promoted to Sales Manager in 2000*

**Key Responsibilities**

* Responsible for enhancing profitability and achieving sales targets
* Implementation of strategic and tactical sales plans in the territory through Key Accounts / Retail Establishment – A/B/C Class Establishments
* Maintained existing clients relationship and developing new leads through personal network
* Agreeing sales, prices, contracts and payments
* Promoting new products and any special deals
* Continuously analyzingthe market trends and cross checking competitors’ activity

Jan 1996 - Nov 1998 **Cosmos Trading, Brasov, Romania - Gillette and Mcvities**

*Retail Sales Representative*

**Key Responsibilities**

* Travel extensively in the region as a Corporate Ambassador, generating high visibility for the company for meeting with High Net worth individuals / VVIP clients at their place of work
* Develop and maintain close relationship with existing and new corporate clients
* Researches sources for developing prospective customers and for information to determine their potential
* Supplies management with oral and written reports on customer needs, problems, interests, competitive
* Activities and potential for new products and services
* Determine seasonal trends and adjust displays as needed
* Stock shelves
* Ensure pricing is correct

**TRAINING AND SEMINARS**

* BMW Certification Programs, Dubai, UAE; Sep 2003 – Dec 2003
* Product Knowledge, Selling Skills & Communication Skills, Dubai, UAE; 2004 – 2011
* Volkswagen Certification Programs, Dubai, UAE; Jan 2013

**CORE COMPETENCIES**

* Executive Leadership & Supervision
* Customer Service Management
* Negotiations & Deal Structuring
* Relationship Management
* Cross-Cultural Work Environment
* Critical Problem Solving
* Profitability Improvements

**IT SKILLS**

* MS Office (Word/Excel/Access/PowerPoint)
* Outlook & Internet

LANGUAGES

* English
* Romanian