Houssam

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UAE/Dubai

**SUMMARY**

Dedicated sales manager with extensive sales experience. Developed leadership and communication skills having over 10 years of proven record exceeds aggressive performance metrics within retail fashion. Prioritize building relationships with clients and successfully encourage all sales team members to take this approach. Ready to utilize analysis capabilities to improve efficiency and profits, as well as identify areas that can be improved. Organized and capable of managing multiple accounts simultaneously.

**AREAS OF EXPERTISE**

•Regional sales experience •Strategic Planning & Sales Analysis •Excellent Communication •Training & Development •Customer Satisfaction •Recruiting •Business Acumen• Promotional Skills• Leadership •Decision Making Capabilities• Sales and Marketing• Forecasts• Budget planning • Inventory controls •Product Knowledge •Administrative Expertise •Delegation •Motivating •Integrity •Team Player • Organizational skills •Problem-solving •Maximize profitability/revenue growth •Luxury goods •Visual merchandising •Organizational Awareness •Territory management •Loss prevention

**CAREER HISTORY**

**REGIONAL SALES MANAGER – August 2018 – present**

**Responsible for managing the entire sales process from opportunity identification right thorough to qualification and close**.

**Duties;**

• Managing team of 80 Members within 7 Stores across UAE and Qatar.

• Directing all operational aspects of individual stores in the area and making sure that each runs smoothly, cleanly, complies with marketing and sales campaigns and meets budget and sales goals and Frequently travelling between different stores

• Define and implement regional sales plans, preparing presentations and reports

• Building the company’s profile and brand with a target audience.

• Responsible for the overall sales performance in a designated geographical area.

• Ensuring that all new product launches are properly administered and communicated.

• Coordinating all sales activities

• Developing and sustaining long-term relationships with customers.

• Building and maintaining a personal rapport with customers and Provide high degree of customer satisfaction and ‘after sales’ support.

• Driving the sale of key company products and services.

• Controlling the budgets of individual stores and Submitting expense reports

• Forecasting annual, quarterly and monthly sales goals and control budget and expenses.

* Recruiting, interviewing and Training up sales staff to ensure that the highest standards of hygiene, dress, appearance, body language and conduct are maintained in each branch in order to maximize sales revenue

and disciplining store managers.

* Communicate with clients and sales staff to ensure all issues are resolved quickly and successfully.
* Carrying out regular performance evaluations of staff members to ensure that they are on the right path to achieving their targets.
* Evaluating stores and individual performances to identify strengths and weaknesses.
* Fulfill operational requests by the Top management and Submitting monthly reports and Statistics direct to the CEO.
* Designing and implementing a strategic sales plan that expands company’s customer base and ensure its strong presence
* Monitor performance on a weekly, monthly and quarterly basis to ensure revenue growth.
* Work closely with internal (support departments) and to ensure company objectives are met.
* Monthly board meeting to discuss the stores strategy and performance and follow-up on daily operational

matters and having meetings with sales teams on a consistent basis.

* Strategize sales plans for short and long term objectives.
* Provide the Marketing team with latest market trends and activities of the competitors.

**FLOOR MANAGER – August 2018 – July 2018**

**Duties:**

* Managing team 60 member (20 GL sales associates, 40 Consignment staff, 1 store keeper) Administer all staff members by creating schedules, identifying goals, training employees, and evaluating performance. Improved the standard visual of the store through ordering new fixtures as part of renovation.
* Supervise the staff with respect to their personal grooming, level of product knowledge, and customer service, and ensure that all staff work as a team to achieve the business goals of the company.
* Manage the brands in terms of service, stocks and collections.
* Manage the daily store operations, according to the sit plans.
* Monitor sales targets and store’s KPI’s such as ATV, UPT, and conversion and report results to Head of department Manager on a weekly basis.
* Closely work with the buying team in terms of choosing the collections and buying the timepiece and Jewelry.
* Directly involved in opening new projects, stores and new selling points.
* In charge of opening the new shoe box, in terms of operations and brands locations.
* Oversee the day to day operations of the store such as checking daily sales figures, monthly and annual sales and stocks reports.
* Manage the shipments, deliveries, transfers and stock residual.
* Fulfill operational requests by coordinating with the Director and the CEO.
* Closely works with the suppliers in managing the stocks and collection.
* Preparing all the store permissions and documents of the offers.
* Managing the annual and seasonal inventory.
* In charge of the service level provided in the store.
* Work closely with the marketing team, especially for events, offers and promotions

**ASSISTANT STORE MANAGER – March 2013 – OCT. 2015**

**Duties:**

* Store Operation opening/closing store.
* Managing team 7 member, 1 store keeper) Administer all staff members.
* Creating weekly schedule as per the business needs.
* Supervise the staff with respect to their personal grooming, product knowledge
* Reporting to store manager.
* Daily Huddle.
* Stock receiving operation.
* Adeptly supervised the opening process of the shop as well as supported the shop manager in the maintenance of inventories and placement of products orders to ensure stock management and availability of products.
* Preparing Feedback and Conducting Visitors check List.
* Conduction daily DSR and weekly Sell Through.
* Managing performance.
* Task delegation.
* Building Relationship with customer and delighting them.
* Handling Damages and reported to the suppliers
* Prepare weekly report and conducting the sales
* Capably resolved operational issues and handled customer complaints in a timely manner, offered solutions or escalated them as appropriate. In charge of training and development of employees to optimise sales result.

**STORE SUPERVISOR – SEP.2006 – FEB. 2012**

**Duties:**

* Manage retail staff, among which includes people working on the floor, and the cashiers
* Meet financial goals by analyzing variances initiating corrective actions
* formulating pricing policies and scheduling expenditures
* Conduction daily DSR and weekly Sell.
* Make sure pricing is correct.
* Work on store displays.
* Managing performance.
* Staff task delegation.
* Maintain inventory and ensure items are in stock.
* Building Relationship with customer and delighting them.
* Building Relationship with buyers and suppliers.
* Handling Damages and reported to the suppliers.
* Prepare weekly report and conducting the sales

**Training Courses**

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* Developing myself as a team Leader”.
* Improving Performance of the Work team”.
* Developing the Team”
* Time and Stress Management”
* Power to Present”.
* Situational Problem Solving”.
* Emotional Intelligence”.
* Train the Trainer”
* NVQ level 2 customer service

**ACADEMIC QUALIFICATIONS**

Technical High School-1996-2000 /Beirut-Lebanon

Technical baccalaureate, Major: Interior Design

**COMPUTER SKILLS**

MS- Excel, MS-Power Point, Outlook Express, Internet

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| **PERSONAL DETAILS** |  |  |
| Nationality | : | Lebanese |
| Date of Birth | : | February 2nd 1979 |
| Gender | : | Male |
| Marital Status | : | Married |
| Visa Status | : | Employment Visa |
| UAE DRIVING LICENSE |  |  |

**LANGUAGES**

English, Arabic (Read, Write & Speak proficiently)

**Hobbies and Interests**

When I am able to, I enjoy traveling to different countries and immersing myself in the local cultures. To stay fit and active, I try to jog every day, and I often play soccer. I also read marketing magazines daily to stay up to date with market trends.