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| **Franklin Tanyi Andoh**  ***Retail Sales Indoor & Customer Service Professional***  **E-mail:** [franklin\_387047@2freemail.com](mailto:franklin_387047@2freemail.com) | Untitled |

**Profile Synopsis **

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Enthusiastic, Service-oriented and Gulf experience Professional equipped with 7+ years of outstanding performance and proven expertise in domains of Retail Sales & Marketing, Business Development, Brand & Product Management, Wholesales & Retail, and Customer Service. Track record of exceeding sales objectives, delivering results under stiff competition and providing ongoing service leading to add on sales and long-term customer loyalty. Demonstrated expertise in business promotion, merchandising, relationship building and brand advertising; Desirous to deliver key significant contributions to business growth by developing strategic plans; managing exceptional client relations whilst delivering high service standards and fostering contacts with industry key players; Possess excellent analytical, problem-solving, negotiation, presentation, decision making, communication & interpersonal skills. Seek a challenging work profile where gained skills, expertise & industry knowledge will have a valuable impact.

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| **Strengths & Skills** | |
| * Accomplished 7+ years experience in Retail Industry * Exemplary Up-selling/Cross-selling & Presentation skills * Adept with wide range of Fashion product portfolio * Strong Organization/Analytical & Problem-solving skills * Perceptive with Aging analysis and Stock Liquidation | * Expertise in Sales Management & Retail Operations * Sterling Inventory Control and Merchandising skills * Ability to deal effectively w/ phone & email inquiries * Excellent Planning, Organizing and Time management * Possess Integrity, Creativity, Honesty & Teamwork |

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| **Career Snapshot** |

**Retail Sales Indoor** **–*Dubai*** **Apr 2018 – Present**

**Retail Sales Indoor – *Zara Mall, Douala, Cameroon*** **2015 – 2017**

*(Brands including Addidas Sport Shoes, Puma Sport Shoes, Suits, Italian Shoes, Geox, Stanford, Pier Cardin)*

**Retail Sales Indoor – *Super Boy Supermarket Pvt., Ltd., Limbe, Cameroon*** **2013 – 2015**

*(Brands including Italian Shoes, Suit, Shirts, T- Shirts, Trousers)*

**Retail Sales Indoor – *Central Addidas, Douala, Cameroon*** **2011 – 2013**

*(Brands including Addidas Sport Wear)*

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| **Key Achievements** |

* Gained 7+ years’ experience and stellar record of generating top performance in domains of Retail Sales Executive, Business Development, Merchandising, Inventory Control, and Customer Service.
* Successfully achieved best performance parameters as well as organizational goals and objectives.
* Proven track record of surpassing targets, increasing revenues, streamlining workflow and creating a teamwork environment to enhance productivity.
* Demonstrated integrity and strong work ethic in maintaining confidentiality in official records as well as flexibility in working well in cross-functional teams.
* Performed assigned workload with indefinable enthusiasm, commitment, honesty, and dedication and drove towards contributing to continued business growth.
* Possess capabilities in providing solutions to complex natured operations issues plus a strong commitment to delivering excellent work performance even in a difficult and pressurized environment.
* Excellent negotiation, presentation, relationship building, team management, and interpersonal skills.

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| **Core Competency** |

**Retail Sales Indoor**

* Manage an appealing, easy-to-shop environment for customers by ensuring visual merchandising and housekeeping standards are maintained consistently throughout the store.
* Create a culture where all store activity and assets are for showcasing and driving brand equity.
* Ensure store team compliance with all store policies and procedures in addition to providing suggestions and ideas on ways to improve systems and processes.
* Drives continuous improvement in stockroom processing and replenishment procedures. Minimize loss by ensuring all loss prevention procedures are followed and adhered too.
* Track store performance data (e.g. best sellers, weekly forward demand,) and responds with solutions that drive commercial success. Actively monitors customer satisfaction and feedback systems to drive continuous improvement.
* Apply understanding of behavior and patterns of the store’s customer base, drawing conclusions for making relevant adaptations to service and/or product offer.
* Lead service by example and ensures highly visible and effective customer service management at all times.
* Coaches, motivates and inspires team members to accomplish store goals and maximize their individual performance.

**Customer Service**

* Act as the first point of contact for customers while projecting a professional image at all times. Skillful in providing first-class customer experience resulting in satisfaction, loyalty, and retention.
* Process customer transaction and respond to queries in a responsive, accurate and timely manner.
* Resolves product or service problems by clarifying the customer's complaint, determining the cause of the problem, selecting and explaining the best solution expediting correction or adjustment, following up to ensure resolution.
* Apply basic concepts, practices, and procedures of handling client’s complaints while meeting quality standards for customer services. Uphold proactive communication with customers through phone, e-mail or regular mail.
* Maintain records of customer interaction and transactions, document details of inquiries, complaints, issues, comments, and actions are taken. Observe strict confidentiality of all company documents and reports.
* Confer with customers by telephone or in person to provide information about products or services, take or enter orders, cancel accounts, or obtain details of complaints.
* Keep records of customer interactions or transactions, recording details of inquiries, complaints, or comments, as well as actions, were taken. Check to ensure that appropriate changes were made to resolve customers' problems.
* Recommend potential services to management by collecting customer information and analyzing customer needs.
* Contribute to the establishment and development of the organization’s goodwill/reputation.

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| **Proven Job Role** |

**Retail Sales Indoor** – ***Unikai Shop Co., LLC, Dubai***

* Welcomed customers, approaching potential buyers, offering advice, recommending products, explaining user instructions, collecting payments, and handling customer complaints.
* Monitored the product in the store. Ensure that merchandise is on proper displays, lock-unlock products and display the new collection accordingly to the standards of the store.
* Identified what is in the window display, monitor stock levels, allocating alternative products available.
* Lead the sales team on the arrangement of retail goods and ensure the team is capable to arrange display according to the merchandising rules.

**Retail Sales Indoor** –*Zara Mall, Douala, Cameroon (Brands including Addidas Sport Shoes, Puma Sport Shoes, Suits, Italian Shoes, Geox, Stanford, Pier Cardin)*

* Provided a high level of customer service to all customers whilst focusing on achieving individual sales targets & KPI’s.
* Greet customers, handle inquiries and promote offers, sales, promotions, and new products lines in order to drive sales.
* Helped customer to make selection, purchase decisions by building rapport and offering suggestions and opinions.

**Retail Sales Indoor** – *Super Boy Supermarket Pvt., Ltd., Limbe, Cameroon, (Brands including Italian Shoes, Suit, Shirts, T- Shirts, and Trousers)*

* Greet, assist and serve the customers in the store and provide an excellent shopping experience, in order to ensure the provision of the highest standards of customer service and to achieve maximum sales.
* Demonstrated professional behavior and constant approach to sales and address customer needs.
* Provided feedback to the management team about the product and new lines. Administered presentation of the products or services, and make recommendations.

**Retail Sales Indoor** –*Central Addidas, Douala, Cameroon, (Brands including Addidas Sport Wear)*

* Knowledgeable of new trends as per the season and stay abreast with the current fashion in the market, understand the fast moving items and ensure the availability of the product.

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| **Education / I.T Proficiency** |

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* Advanced Diploma in Chemistry and Biology
* Proficient in MS Office application (Word, Excel, PowerPoint, Email application & Internet).

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| **Personal Details** |

Nationality : Cameroon

Date of Birth : 15th Jan 1987

Marital Status : Married

Visa Status : Employment Visa

Languages : English & French

Reference : Available upon request