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With over 15 years of experience in retail sales and customer service, I have developed a strong foundation in driving sales performance, building customer relationships, and leading teams to achieve business goals. My career spans multiple industries, including fashion, leather goods, perfumes, and body care, where I have honed my ability to understand customer needs, deliver exceptional service, and exceed sales targets

Work experience

Senior Sales Associate

Bath & Body Works (ALSHAYA Group) from March 2023

Key Achievements:

- Increased **Conversions** from 40% to 45% and **UPT** (Units per Transaction) from 3.5 to 5.5 in just one semester, achieving these results for the first time in the branch.
- Surpassed the **semester target** by reaching 120% of the set sales goals.

Key Responsibilities:

- Assisted the **Store Manager** in managing day-to-day store operations, customer service, and visual merchandising to drive business performance.
- Ensured store alignment with key **performance indicators (KPIs)** and worked proactively to improve sales metrics.
- Provided **sales insights** and shared knowledge with sales associates to enhance team performance and achieve targets.
- Led and coached sales associates, guiding them to reach personal and team sales goals through consistent training and feedback.
- Onboarded and trained **junior staff** on store operations, policies, product knowledge, and strategic sales techniques, including monthly selling strategies.
- Coordinated daily store operations, ensuring smooth and efficient processes while maintaining a high level of customer satisfaction.
- Ensured store displays met brand standards, aligning with the global **magazine guidelines**, and maintained an organized and visually appealing storefront.
- Monitored and maintained optimal **inventory levels**, reducing stock-outs and improving product availability.
- Managed customer **complaints and concerns**, ensuring timely resolution to maintain customer loyalty and satisfaction.
- Conducted market research to identify **industry trends, competitor activities**, and new product opportunities to enhance the store's competitive edge.
- Enforced **health and safety regulations** in the store to ensure a safe and compliant working environment.
- Prepared staff schedules based on **performance metrics**, ensuring that zoning requirements and KPIs were met efficiently.

Senior Sales Associate

Emirates Pride Perfumes from April 2021 – November 2022

Key Achievements:

- **Trained and onboarded** new hires, focusing on product knowledge, communication, and sales techniques, ensuring they were well-prepared to contribute to the team.
- **Top ATV (Average Transaction Value) performer** for a consecutive year, consistently driving high-value sales.

Key Responsibilities:

- Drove business growth by **identifying new prospects**, nurturing client relationships, and consistently achieving sales targets.
- Engaged with clients, **establishing relationships** and recommending personalized product solutions to meet their needs.
- Provided exceptional **customer service** by maintaining ongoing relationships with clients, offering support, and delivering product knowledge and guidance.
- Conducted market research to identify and recommend **new sales opportunities**, ensuring offerings were aligned with customer preferences and market trends.
- Continuously evaluated and improved **sales strategies** to meet evolving market demands and industry trends.
- Contributed to the store's success by ensuring **quality service** through the enforcement of organizational standards and best practices.
- Maintained and enhanced **product knowledge** by attending educational workshops, reading professional publications, and networking within the industry to stay ahead of market trends.

Sales Assistant

Or

Clothes & Accessories June 2016 – 2019

Key Responsibilities:

- **Described product benefits** and highlighted key merits to customers, helping them make informed purchasing decisions.
- Maintained **excellent communication** with both the store manager and team members to ensure smooth daily operations and high performance.
- Built and maintained an **excellent reputation** with customers by providing top-tier service and consistently meeting their needs, resulting in high levels of customer satisfaction and loyalty.
- Contributed to the store's success by consistently achieving **sales targets** and striving to exceed expectations.
- Actively participated in **inventory management**, ensuring stock levels were accurate and maintained.
- Managed **stock requests**, ensuring new inventory was promptly ordered and available for customers.
- Played an active role in **store displays** and window setups, presenting products in an attractive and organized manner to drive sales.
- Assisted in **receiving stock**, checking items for quality and accuracy to ensure the store was fully stocked with the right products.
- Demonstrated strong **problem-solving skills** by identifying customer needs and providing tailored recommendations.

Senior Sales Associate

Dejavu

leathers- bags - accessories 2016 – 2019r

Key Responsibilities

- Delivered **exceptional customer service** by ensuring a personalized and pleasant shopping experience, resulting in high customer satisfaction.
- Fostered **strong communication** with customers, identifying their needs and providing tailored product recommendations to meet their preferences.
- Proactively **solved customer issues** by listening to concerns, offering solutions, and ensuring that complaints were resolved efficiently and politely.
- Built a **welcoming atmosphere** in-store, creating a positive environment that encouraged customer loyalty and repeat visits.
- **Handled customer complaints** with professionalism and care, ensuring all issues were addressed to the customer's satisfaction.
- Shared detailed **product features and benefits**, educating customers to help them make informed purchasing decisions.
- Took **action** on feedback and customer inquiries, ensuring that each interaction contributed to a seamless and positive shopping experience.

Personal skills

Customer Service Excellence

- Proven ability to deliver exceptional customer service in diverse retail environments, ensuring customers have a positive experience and are likely to return.
- Skilled in identifying customer needs and offering personalized solutions to enhance satisfaction and loyalty.
- Expertise in resolving customer complaints, managing difficult situations, and ensuring positive outcomes while maintaining professionalism.

Communication Skills

- Strong interpersonal skills, able to communicate effectively with customers, team members, and management.
- Clear communicator, capable of explaining product features and benefits to customers in an engaging manner.
- Adept at listening actively to customer concerns, providing information, and ensuring customer needs are understood and met.

Leadership & Team Management

- Demonstrated leadership in guiding and mentoring teams, ensuring they understand objectives and achieve set targets.
- Experience managing a team of sales associates, coordinating schedules, providing training, and fostering a collaborative work environment.
- Able to set clear goals, track performance, and motivate teams to consistently meet or exceed sales targets.

Problem-Solving & Conflict Resolution

- Excellent at handling customer complaints and resolving conflicts in a polite and solution-focused manner, ensuring customer satisfaction.
- Able to identify issues quickly, think critically, and take appropriate action to resolve problems efficiently.
- Strong ability to address customer concerns while maintaining the integrity of the brand and store standards.

Sales & Target Orientation

- Highly driven to meet and exceed sales targets through strong selling techniques, product knowledge, and customer rapport.
- Consistently ranked among top performers in various roles by focusing on meeting specific KPIs (such as Conversion Rates, ATV, and UPT).
- Experience managing stock levels, optimizing displays, and making strategic decisions to maximize sales.

Product Knowledge & Expertise

- Extensive knowledge in fashion accessories, leather goods, perfumes, and body care products, allowing for confident product recommendations.
- In-depth understanding of market trends and customer preferences, ensuring that the right products are showcased and promoted.
- Ability to stay updated on industry trends, brand standards, and new product offerings, enhancing the customer shopping experience.