



MOHAMED RIFAKATH

SALES REPRESENTATIVE

WITH 7 YEARS EXPERIENCE

PROFESSIONAL PROFILE

Dynamic and results-driven Sales Representative with a proven track record of exceeding sales targets and driving revenue growth. Adept at building and maintaining strong client relationships through exceptional communication and interpersonal skills. Known for a customer-centric approach and a passion for identifying and capitalizing on market opportunities. Demonstrated ability to adapt to diverse industries, and deliver outstanding sales results. Seeking to leverage my sales expertise to drive success for a forward-thinking organization.

PERSONAL DATA

- Name: AH. Mohamed Rifakath
- Date of Birth: 06th of May 1993
- Gender: Male
- Civil Status: Married
- Nationality: Sri Lankan
- Passport No: N10850144
- Email: rifakath.ahm@gmail.com
- Contact No: +974 7143 0710
- Visa: Transferable Visa with NOC

PROFESSIONAL EXPERIENCE

01. NATURE'S BEAUTY CREATIONS LIMITED 2 YEARS

POSITION: SALES REPRESENTATIVE & MERCHANDISER

Duties and Responsibilities:

- Actively engaged with customers to understand their needs and recommend appropriate products, including a wide range of merchandise.
- Consistently met and exceeded monthly sales targets.
- Effectively merchandised store displays to attract and engage customers, ensuring visually appealing product arrangements.
- Demonstrated in-depth knowledge of merchandise features, benefits, and options to provide informed recommendations.
- Collaborated with the store management team to identify slow-moving merchandise and implement markdown or promotional strategies.
- Contributed to regular inventory counts and reconciliations to maintain accurate stock levels.
- Assisted with merchandise reordering and restocking, ensuring that popular items were consistently available.

02. MAGNES PRIVATE LIMITED 1 YEARS

POSITION: SALES REPRESENTATIVE

- Actively engaged with customers to understand their needs and recommend appropriate products.
- Effectively merchandised store displays to attract and engage customers.
- Consistently met and exceeded monthly sales targets.
- Conducted product demonstrations and explained features to potential buyers.
- Collaborated with the marketing team to implement in-store promotions, particularly focused on merchandise sales.
- Provided exceptional customer service, resolving inquiries and issues promptly.
- Managed inventory levels to ensure product availability for all merchandise categories.

PROFESSIONAL QUALIFICATION

- Certificate course in Information Technology at CCS College.

MS Office Package

Adobe Photoshop

Adobe Page Makes
- Certificate course in MEP Drafting (AutoCAD) at Oxford College of Engineering Applied Studies
- Successfully completed G.C.E. (A/L) Examination in 2013

EXTRA SKILLS

- Member of Band Group in Al-Manar Central College Maruthamunai (2009-2011)
- Member of First Aid Group in Al-Manar Central College Maruthamunai (2007-2010)

LANGUAGES FLUENCY

- English
- Tamil
- Sinhala

03. DREAMRON LANKA PRIVATE LIMITED

1 YEARS

POSITION: SALES REPRESENTATIVE

04. CELFIXX

3 YEARS

POSITION: SALES REPRESENTATIVE

ACHIEVEMENTS

- Achieved a 25% increase in sales within the first year of employment, with a strong focus on various merchandise categories.
- Successfully promoted and sold high-value merchandise, resulting in increased revenue.
- Received consistent positive feedback from customers for merchandise knowledge and recommendations.
- Implemented a new visual merchandising strategy, resulting in a 15% increase in sales for specific merchandise categories.
- Contributed to a 10% reduction in excess inventory through efficient inventory management practices.

SKILLS

- Building and maintaining strong customer relationships is key for repeat business and referrals.
- The ability to negotiate terms and close deals is critical in sales.
- Efficiently manage time to balance customer interactions, administrative tasks, and lead generation.
- Capable of understanding and empathizing with customer emotions, building trust and rapport.
- Expertise in recognizing the right moment to ask for the sale and adept at overcoming objections.
- Skilled in formal pitches and product demonstrations for effective communication.