



# MOHAMED AFNAN

## SALES REPRESENTATIVE

### Profile

Results-driven Sales Representative with 3 years of experience in developing client relationships, closing sales, and achieving revenue targets. Proven track record in identifying customer needs, presenting tailored solutions, and driving growth in competitive markets. Excellent communication, negotiation, and problem-solving skills with a strong ability to adapt strategies to meet diverse client requirements.

### Work Experience

#### Sales Representative - Dec 2022 - Feb 2024 Masskar Hypermarket -(muaither)

- Achieved and exceeded monthly sales targets by an average of 15% through effective upselling and cross-selling techniques.
- Delivered outstanding customer service, resolving inquiries and complaints promptly, resulting in a 10% increase in customer satisfaction ratings.
- Assisted with inventory management, including stocking shelves, monitoring product levels, and conducting regular inventory checks.
- Implemented promotional displays and organized product placement to optimize sales and improve product visibility.
- Collaborated with the sales team to develop and execute strategies for boosting sales during peak periods and special promotions.

### Education

- Successfully Completed Microsoft Certified Solution - (Associate - MCSA)
- Successfully Completed Diploma in English Bcas Campus
- Successfully Completed Ordinary Level Examination - (Zahira College)
- Successfully Completed Advanced Level Examination (Zahira College)

### Expertise

- Sales and Customer Relationship Management
- Inventory Management and Merchandising
- Market Research and Competitor Analysis
- EFFECTIVE COMMUNICATION AND NEGOTIATION
- CASH HANDLING AND POS SYSTEMS
- VISUAL MERCHANDISING AND PRODUCT PLACEMENT

### Language

English  
TAMIL  
SINHALA  
MALAYALAM

#### SALES REPRESENTATIVE & MERCHANDISER Rio Marketing PVT LTD - Nestle (Sri Lanka) - 2019 - 2022

- Developed and maintained strong relationships with key clients, resulting in a 15% increase in repeat business.
- Conducted market research and competitor analysis to identify trends and opportunities, contributing to a 10% growth in sales.
- Implemented merchandising strategies to enhance product visibility and drive sales, including effective product placement and promotional displays.
- Managed inventory levels and conducted regular stock checks, reducing stockouts by 20%.
- Provided exceptional customer service and resolved complaints promptly, ensuring a positive shopping experience.
- Assisted customers with product selection and provided detailed information on product features and benefits.
- Executed visual merchandising plans to create appealing product displays and drive sales.