

# AHMED ASHRAF

## SALES ASSOCIATESALES

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I am a dedicated and results-driven sales professional with a proven track record in exceeding sales targets and building strong client relationships. I excel in implementing innovative strategies, conducting market research, and leveraging CRM systems to drive business growth. My passion lies in delivering exceptional customer experiences and achieving sustainable success.

### AREA OF EXPERTISE

- Communication and interpersonal skills
- Problem-solving and critical thinking
- Leadership and team collaboration
- Time management and organization
- Adaptability and flexibility
- Negotiation and persuasion skills

### PROFESSIONAL EXPERIENCE

#### Sales Executive at Rayan Eyewear (2021–present)

- Managed a portfolio of clients, including prospecting, negotiating, and closing deals.
- Exceeded monthly sales targets by an average of 15% through proactive sales strategies and relationship building.
- Implemented a new CRM system, resulting in a 25% increase in sales productivity.
- Conducted market research to identify new business opportunities and developed targeted marketing campaigns that led to a 20% increase in customer base.
- Regularly met with key clients to maintain strong relationships and ensure high levels of customer satisfaction, resulting in a 10% increase in repeat business.

#### Sales Associate at Gama Optics (2018–2021)

- Managed client portfolios and closed sales deals.
- Built strong customer relationships, improving retention rates.
- Assisted in implementing marketing strategies to attract new clients.

#### Sales Representative – Rayan Optics (Jan 2024 – Feb 2025)

- Assisted customers in selecting suitable eyewear based on prescriptions and preferences.
- Maintained excellent customer service, helping to increase client satisfaction and repeat business.
- Managed inventory and ensured product displays were organized and up to date.

#### Sales Representative – Happy Vision Optics (Mar 2025 – Present)

- Providing personalized recommendations to customers and helping them find the best optical solutions.
- Achieving monthly sales targets through effective communication and product knowledge.
- Collaborating with team members to improve store performance and enhance customer experience.

### EDUCATION

#### Faculty of education of sadat city

- Science Department
- Graduated 2023

### ADDITIONAL INFORMATION

- **Languages:** Arabic : Native
- English : Proffesional working Proficiency.