



Anthony James Casale

SALES EXECUTIVE

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Visa: RP/QID

Driving License: Available (Exp. 2026)

PROFILE

A highly motivated and results-driven sales professional with over 11 years of experience. Possesses in-depth product knowledge and a proven track record of exceeding sales targets. Known for excellent communication and interpersonal skills, with a genuine passion for educating customers and fostering lasting relationships. Demonstrates strong leadership abilities and a commitment to enhancing team performance, driving sales growth, and achieving shared goals.

WORK EXPERIENCE

Jun 2015 – Dec 2024

SHOWROOM TEAM LEADER

Nehmeh Corporation

Doha, Qatar

Responsibilities:

1. Lead and motivate the showroom sales team to achieve sales targets and KPIs, ensuring high levels of customer satisfaction and revenue growth.
2. Provide ongoing training and development for sales staff to enhance product knowledge, sales techniques, and customer service skills.
3. Develop and implement sales strategies to increase showroom traffic, conversion rates, and average transaction values.
4. Monitor sales team performance, analyze metrics, and prepare reports for upper management on progress toward targets.
5. Oversee the daily activities of the showroom team, ensuring operational efficiency, high morale, and adherence to company policies.
6. Ensure a high level of customer service by personally interacting with clients, assisting them with product selections, and resolving any issues or concerns.
7. Gather and analyze customer feedback to continuously improve the shopping experience and address potential gaps in service or product offerings.
8. Develop and maintain strong relationships with key customers, including high-value clients, to encourage repeat business and referrals.
9. Oversee showroom inventory, ensuring products are stocked, displayed properly, and replenished in a timely manner. Coordinate with the inventory team for stock updates and product orders.
10. Ensure the showroom is visually appealing and organized, with proper product placement and attractive displays that highlight key products and promotions.
11. Ensure smooth daily operations, including overseeing the cleanliness, organization, and maintenance of the showroom space. Address operational challenges as they arise.
12. Collaborate with the marketing department to plan and execute in-store promotions, sales events, and product launches.
13. Ensure the showroom operates in compliance with company policies, legal requirements, and health & safety regulations.
14. Collaborate with other departments (e.g., marketing, inventory, finance) to ensure alignment and the smooth operation of showroom activities.
15. Ensure the showroom is a safe and secure environment for both customers and employees, taking immediate action to address any safety concerns.

WORK EXPERIENCE

(Cont'd.)

May 2014 – January 2015

SALES IN-CHARGE

Acer Philippines
Laguna, Philippines

Responsibilities:

1. Maintaining and increasing sales of the company's products.
2. Reaching the targets and goals set for the area.
3. Increasing business opportunities through various routes to market.
4. Setting sales targets for individual reps.
5. Recruiting and training sales staff.
6. Allocating areas to sales representatives.
7. Developing sales strategies and setting targets.

May 2013 – April 2014

SALES ASSOCIATE

Toshiba Philippines
Manila, Philippines

Responsibilities:

1. Demonstrate and explain products, methods, or services to persuade customers to purchase products or utilize services.
2. Identify interested and qualified customers to provide them with additional information.
3. Keep areas neat while working and return items to correct locations.
4. Practice demonstrations to ensure that they will run smoothly.
5. Provide product samples, coupons, informational brochures, and other incentives to persuade people to buy products.
6. Learn about competitors' products and consumers' interests and concerns to answer questions and provide more complete information.
7. Sell products being promoted and keep records of sales.

May 2011 – May 2012

SALES REPRESENTATIVE

SM Appliance Center
Laguna, Philippines

Responsibilities:

1. Performs selling functions to attain given sales quota.
2. Assists in periodic inventory taking of the branch/ store.
3. Executes efficient and effective customer service by ensuring correct price tags, properly implementing price revision and maintaining the cleanliness of the whole merchandise display area.
4. Accountable for the security of items and other equipment in the selling area; safeguards merchandise from shoplifters and/or damages.
5. Monitors and checks delivery receipts from the FSR and/or Warehouse.

EDUCATION

June 2010

DIPLOMA IN HOTEL AND RESTAURANT MANAGEMENT

College Level
Laguna State Polytechnic University
Laguna, Philippines

February 2015

CUSTOMER SERVICE COURSE (CALL CENTER)

East & West Corporation
Laguna, Philippines