

Makrem Lassouad

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SUMMARY

Accomplished Sales Executive with 3 years of progressive experience delivering consistent revenue growth and surpassing sales objectives. Skilled in prospecting, consultative selling, and long-term account development, with a strong ability to identify client needs and present tailored solutions. Experienced in managing the full sales cycle, from lead generation to contract negotiation and post-sale support. Proficient in market analysis and performance tracking to drive strategic decision-making. Known for exceptional interpersonal skills, resilience under pressure, and a commitment to exceeding expectations in competitive markets.

PROFESSIONAL EXPERIENCE

SALES EXECUTIVE

March 2024 to May 2025

FINOPTI [EL JEM, TUNISIA]

- Generated new leads via cold calling, networking events, and referrals, increasing the client database by 25% in less than a year.
- Built and maintained strong relationships with key accounts, leading to a 15% increase in repeat business.
- Trained and mentored sales team members to enhance overall performance.
- Prepared and delivered product presentations to prospective clients, resulting in higher conversion rates.
- Collaborated with the marketing team to design promotional campaigns, driving brand awareness and customer engagement.
- Managed the full sales cycle, from prospecting and qualification to contract signing and post-sale support.

Achievements

- Expanded client database by 25% within the first year, resulting in measurable revenue growth.
- Consistently exceeded monthly and quarterly sales targets by 10–20%.
- Played a key role in boosting repeat business by 15% through strong client relationship management.
- Mentored and trained junior sales staff, improving overall team performance and closing rates.

SALES EXECUTIVE

June 2021 to June 2023

KING TRADING [Sousse, Tunisia]

- Maintained strong relationships with existing customers and performed upselling and cross-selling.
- Prepared detailed sales reports and provided feedback to management on market trends.
- Assisted in contract negotiation and closing corporate deals.
- Successfully met and exceeded quarterly sales quotas by an average of 15%.
- Supported customer service activities by resolving client inquiries and ensuring satisfaction.

Achievements

- Surpassed quarterly sales quotas by an average of 15% over two consecutive years.
- Successfully closed multiple high-value corporate deals, contributing to significant revenue growth.
- Identified cross-selling and upselling opportunities, resulting in a 10% increase in average order value.
- Increased customer satisfaction and retention by providing proactive after-sales support and resolving issues efficiently.

Education

Key Skills

- Sales Strategy & Execution / B2B & B2C sales
- Client Relationship Management
- Microsoft Office Suite (Word, Excel, PowerPoint)
- Negotiation & Closing Deals
- Customer Service Excellence
- Market Research & Analysis
- Data & Analytics Tools: Google Analytics, Power BI, Excel

Certifications

- **CUSTOMER RELATIONSHIP MANAGEMENT – HP LIFE**

Completed training focused on effective customer relationship management strategies, including customer retention, communication skills, service quality, and building long-term client loyalty. Developed practical knowledge of CRM tools and techniques to enhance customer satisfaction and support business growth.

- **PROJECT MANAGEMENT FOUNDATIONS – PMI® REGISTERED EDUCATION PROVIDER (3.25 PDUS), COMPLETED JULY 2025**

Successfully completed a professional training program focused on the fundamental principles of project management. The course covered key topics such as project lifecycle, scope, time, cost, risk management, stakeholder communication, and leadership. Gained practical knowledge of PMI methodologies and best practices, strengthening my ability to plan, execute, and deliver projects effectively within organizational objectives.

- **DATA SCIENCE & ANALYTICS – HP LIFE**

Completed training in data science and analytics fundamentals, including data collection, organization, and interpretation. Gained practical knowledge of analytical tools and techniques to identify trends, support decision-making, and solve business problems using data-driven insights.