

# MAKREM LASSOUAD

## SALES EXECUTIVE

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### PROFESSIONAL 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** [FINOPTI | Mahdia, Tunisia] March 2024 - May 2025

- Generated new leads via cold calling, networking events, and referrals, increasing the client database by 25% in less than a year.
- Managed the full sales cycle, from prospecting and qualification to contract signing and post-sale support.
- 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.

**Sales Executive** [KING TRADING | Sousse, Tunisia] June 2021 - June 2023

- Conducted detailed market research to identify new business opportunities, analyze competitor activities, and support strategic sales planning.
- Prepared detailed sales reports and provided feedback to management on market trends.
- Coordinated with logistics and operations teams to ensure smooth order processing, timely delivery, and accurate documentation for all client transactions.
- Assisted in contract negotiation and closing corporate deals.
- Successfully met and exceeded quarterly sales quotas by an average of 15%.
- Maintained strong relationships with existing customers and performed upselling and cross-selling.
- Supported customer service activities by resolving client inquiries and ensuring satisfaction.

### KEY 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.
- Identified cross-selling and upselling opportunities, resulting in a 10% increase in average order value.
- Successfully closed multiple high-value corporate deals, contributing to significant revenue growth.

### EDUCATION

bachelor's Degree in Accounting {2014-2018}  
Faculty of Economics and Management  
Mahdia, Tunisia

### CERTIFICATIONS

- Customer Relationship Management
- Data Science & Analytics
- Project Management Foundations

### KEY SKILLS

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