

Tayssir EL KHANSA

Sales Executive

Store Operations & Sales Leadership

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Summary

Accomplished retail professional with over 6 years of progressive experience in sales, fragrance specialization, and store management. Proven expertise in driving revenue growth, elevating customer service standards, and leading high-performing teams in prestigious retail environments. Combines strategic business acumen with a passion for brand storytelling and client relationship development to consistently exceed sales targets and operational objectives. Seeking an environment conducive to my intellectual, professional, and personal growth, where I can contribute significantly to the team and organization's growth, leveraging my experience and expertise to drive success.

Experience

Sales Executive – 2023 to 2025

The Concept by Aleen SARL, Beirut, Lebanon

- Directed full-scope retail operations, implementing targeted sales strategies that increased annual store revenue by 15% and consistently surpassed established growth objectives.
- Cultivated and managed key customer relationships, employing advanced negotiation skills that boosted client retention by 20% and secured high-value contracts.
- Oversaw and optimized all sales processes to ensure alignment with company standards, directly contributing to elevated customer service and operational excellence.
- Led a cohesive team by fostering a professional, high-integrity work environment and demonstrating consistent reliability under pressure.
- Spearheaded initiatives to support overall organizational objectives through dedicated team contributions and efficient daily management.
- Ensured strict adherence to all corporate policies and performance benchmarks while maintaining a focus on sustained business development.

Store Supervisor – 2022 to 2023

Accor Hotels | The Living Adventure Project, Doha, Qatar

- Directed daily retail operations for a team of 8, overseeing all facets of store performance to ensure seamless functionality and the achievement of sales and service objectives.
- Led comprehensive service recovery initiatives, expertly resolving customer inquiries and complaints to uphold brand reputation and enhance guest satisfaction.
- Spearheaded the onboarding and continuous training of new hires, while also managing the creation and optimization of weekly staff schedules to align with business demands.
- Enforced strict adherence to all company policies, Qatari labor regulations, and health & safety standards, ensuring a fully compliant and secure operational environment.
- Maintained precise daily oversight of team attendance and punctuality, administering accurate reporting to support payroll and performance management.
- Generated and analyzed operational reports, translating data into actionable insights to guide team productivity and inform managerial decision-making.

Sales Representative – 2019 to 2020

Duty-Free | Perfumery, Beirut-Rafic Hariri International Airport, Beirut, Lebanon

- Excelled in a luxury duty-free environment, driving sales and exceeding targets through expert fragrance consultation and client-focused service for an international customer base.
- Provided sophisticated, personalized guidance by analyzing customer preferences and mastering a comprehensive portfolio of designer and niche perfume collections.
- Cultivated lasting client relationships to ensure repeat business, leveraging in-depth knowledge of scent profiles, brand stories, and olfactory families.
- Managed the full luxury sales process, from initial consultation and product demonstration to closing high-value transactions and completing tax-free formalities.

Sales Representative – 2018 to 2019

American Center Outlet, Beirut, Lebanon

- Executed a strategic sales plan to drive revenue across the retail floor, consistently exceeding quarterly sales targets through proactive customer engagement and expert product consultations.
- Cultivated and maintained a robust portfolio of client relationships, implementing a needs-based sales approach that significantly enhanced customer retention and repeat business.
- Managed the full cycle of high-value transactions, from initial presentation and negotiation to finalizing purchases and facilitating seamless after-sales support.

Education

Completed 120 credits towards a Bachelor of Business Administration in Banking – 2020 to 2022

Lebanese International University, Lebanon

Completed 60 credits towards a Bachelor's Degree in Computer Science – 2019 to 2020

Beirut Arab University, Lebanon

Lebanese Baccalaureate in Economics and Sociology – 2018 to 2019

Lycée Official Barja, Lebanon

Skills & Expertise

- Consultative Selling
- Client Portfolio Management
- High-Net-Worth Client Relations
- Luxury Brand Ambassadorship
- Needs-Based Assessment
- Relationship-Driven Sales
- Client Retention Strategies
- Sales & Inventory Reporting & Analysis
- Luxury Product Knowledge
- Fragrance & Olfactory Expertise
- Brand Storytelling
- Market & Trend Analysis
- Retail Operations Management
- Team Leadership & Mentorship
- Performance & Sales Target Analysis
- Staff Training & Development
- Inventory & Visual Merchandising Oversight
- Policy & Compliance Adherence
- Data Entry & Administrative Accuracy
- Microsoft Office Suite

Languages

Arabic: Native | **English:** Fluent | **French:** Intermediate