

Makrem Lassouad

Sales Executive

Experienced Sales Executive with over 3 years of expertise in luxury watches and fashion retail. Skilled in delivering personalized customer experiences, understanding client preferences, and recommending premium products that align with lifestyle and brand values. Proven track record in achieving and exceeding sales targets through effective upselling, cross-selling, and strong client relationship management. Highly professional, detail-oriented, and committed to maintaining exceptional showroom presentation and service standards.

Experience

Sales Executive

03/2024 - 05/2025

Mall of Sousse, [Sousse, Tunisia]

- Greet and assist customers professionally while delivering a premium shopping experience.
- Sell luxury watches and fashion products through expert product knowledge and personalized recommendations.
- Build and maintain long-term relationships with clients, including VIP customers.
- Achieve and exceed sales targets using effective upselling and cross-selling techniques.
- Prepared daily and weekly sales reports to support management in performance analysis.

Retail Sales Associate

06/2021 - 06/2023

Mahdia Shop | Mahdia, Tunisia]

- Welcome customers and assist them in selecting suitable products based on their needs.
- Support daily sales activities and contribute to achieving store sales targets.
- Apply upselling and cross-selling techniques to maximize sales opportunities.
- Maintain shop floor presentation and ensure brand visual standards.
- Handle cash, POS transactions, stock receiving, and basic inventory control
- Organized store displays to enhance customer engagement and highlight key products

Key Achievements

- Consistently achieved and exceeded individual sales targets in luxury watches and fashion.
- Increased average transaction value through effective upselling and cross-selling techniques.
- Built strong relationships with repeat and VIP clients, contributing to customer retention.
- Contributed to maintaining premium showroom presentation aligned with brand standards.

CORE SKILLS

- Upselling & Cross-Selling Techniques
- Customer Experience & Clienteling
- Product Knowledge (Watches, Fashion & Accessories)
- POS Systems & Cash Handling
- After-Sales Service & Customer Follow-up
- Negotiation & Closing Sales
- Communication & Interpersonal Skills
- Inventory Control & Stock Coordination
- Showroom Presentation
- Sales Target Achievement



Contact

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Address

Al Sadd, Doha, Qatar

Education

2014 - 2018

Bachelor degree in Accounting

Faculty of Economics and Management
Mahdia, Tunisia

Expertise

- Luxury Retail Sales
- Customer Relationship Management
- Upselling & Cross-Selling
- Product Knowledge
- POS & Inventory Management

Certification

Customer Relationship Management

Language

- Arabic
- English
- French