



TAFADZWA BENAIAH SHOKO
Sales Associate

Details

Al Almas S
Al Raha Gardens
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Areas of expertise

Sales management
Revenue growth
Exceptional customer service
Customer needs analysis
Conflict resolution
Work ethic & professionalism
Effective sales process
Persuasive selling approach

Education

Higher Diploma in Computing and
Information Systems
ABMA, UK 2011

Courses and Certifications

- Integrated safety, health and environment management
Online course – Open University
- Retail Marketing
Online course – Open University
- Key Skill Assessment – Communication
Online course – Open University

Languages

English *Advanced proficiency*
Shona *Native proficiency*

Nationality: Zimbabwean

Profile

Accomplished growth- focused professional with 3+ years of dynamic experience across multiple industries. Equipped a steadfast commitment to customer service excellence to enhance customer experience, maximize satisfaction, propel retention, achieve exceed sales goals and increase revenue. Possess superb abilities to develop and maintain a high level of product knowledge to persuasively promote them to existing and potential customers.

Work Experience

Sales Associate

OK Mart – Harare, Zimbabwe

September 2014 – June 2016

- Provided positive first impressions to welcome existing, new and potential customers.
- Helped customers locate products and checked store system for merchandise at other sites.
- Answered customer questions regarding sizing, accessories and proper care for merchandise.
- Used knowledge of company products and services to recommend solutions to customers.
- Built and established strong relationships with customers, enabling long-term partnerships.
- Provided product information to customers and aligned products with customer needs to boost satisfaction.
- Responded promptly to customer queries to increase overall satisfaction.
- Developed strong relationships with clients to grow business networks.
- Entered customer transaction information into company databases.
- Highlighted new products and company promotions during sales pitches.
- Stayed current on customer trends and requirements.
- Operated cash register and POS to process sales transactions and handle payments.
- Performed cleaning tasks, keeping store neat and organised.
- Followed checklist to complete retail store opening and closing activities.
- Alerted management to potential security issues, supporting loss prevention and reducing shrink.
- Engaged with guests to understand and anticipate customer service needs.
- Used product knowledge for handling objections.
- Greeted and escorted customers to product racks and shelves to assist with finding merchandise.
- Kept signage and merchandise displays organized and up-to-date, promoting visual presentation standards.
- Drove sales through customer relationship building and suggestive selling techniques.

Retail sales associate

Edgars Fashion – Bulawayo, Zimbabwe

January 2011 – August 2014

- Devised and implemented an effective sales process, leading to consistently achieving the established sales goals
- Preserved up to date knowledge and information about the latest products or upcoming releases to effectively assist customers by providing accurate details.
- Performed miscellaneous duties as assigned.

References

Available upon request.