



Toufik Sami Berrani

Sales | Customer Service

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Professional Summary

'Friendly and enthusiastic Sales Expert with successful 8 years' proven track records in the delivery of exceptional customer service by assisting high-profile customers.

Able to learn new tasks quickly and proficient in growing key customer relationships and building a community of loyal customers and encourage team collaboration in order to achieve excellent levels of sales and customer satisfaction. Representing the company with a friendly, professional manner at all times.

Core Skills

- Active Listening
- Problem Solving
- Team Collaboration
- Exceptional Customer Service
- Decision making
- Microsoft Suite & Email
- Product Knowledge
- Multitasking
- Inventory Management

Career Summary

April 2015 – Present

Virgin Megastore | Yas Mall Yas Island – Abu Dhabi

Sales Executive | Lifestyle Department

Outline

Leading Lifestyle department's sales efforts and customer satisfaction for this international company, in charge for House section overseeing a team of 3 Sales Associate, 3 Junior Sales and 2 Promoters

Key Responsibilities

- Actively listening to customers and confidently recommend appropriate products and comfortably overcome objections
- Highly skilled at uncovering customers' needs and then following through with enlightening solutions
- Interacting professionally with customers, informing for any sales promotions and driving product interest
- Working independently and being self-motivated to meet and exceed sales goals
- Applying teamwork skills by supporting the work of others and acting as a vocal engaged team member while positively and confidently responding to assigned tasks
- Managing and analyzing stock levels and demos throughout the department to ensure that customers always have access to high demand products at peak times
- Staying on top of news about products and initiatives and always ready to apply my learning in customer interactions
- Supporting customer service department and e-commerce online store and preparing any pending customer orders
- Dealing with all customer complaints in a professional and courteous manner
- Training junior staff members on company system, policies, customer orders and product knowledge
- Monitoring KPIs, exceeding targets and expectations by remaining motivated
- Maintaining a high standards of Visual Merchandising

Key Achievements

- Created a new section for Coffee Tools in House section and targeted new coffee lover customers in sales of 150,000 AED per month.
- Increased Lifestyle department December Sales YOY for Christmas campaign by up to 20% compared with 2017 equating to roughly 110,000 AED
- Increased VOC survey on a monthly basis up to 40 % and I been honored with Exceptional Customer Service star on our company's online website feedback

May 2013 – April 2015**Zara | Yas Mall Yas Island – Abu Dhabi****Sales Assistant | Zara Fashion***Outline*

Collaborating with a team consisting of 25 members to assist customers with the unique selection of Zara Fashion Apparel, Shoes and Accessories

Key Responsibilities

- Helped customers select products that best fit their personal needs
- Maintained visual standards and created effective displays for my department
- Offered exceptional customer service to various types of customers on the latest styles and trends to differentiate and promote the company brand
- Kept the floor clean and maintained neat, orderly product displays
- Completed floor replenishment in a timely fashion to guarantee size availability and maintain customer satisfaction
- Balanced the needs of multiple customers as well as floor responsibilities simultaneously in a fast-paced retail environment, despite minimal coverage
- Held each team member accountable for maintaining floor and stockroom standards in order to achieve our brand's goals
- Aided in directing brand-appropriate marketing initiatives to improve presentation and maximize sales
- Processed shipments for multiple departments and maintained stockroom standards

Training

- **Visual Merchandising Training** – Zara
- **Selling With a Purpose Training** – Virgin Megastore
- **E-Commerce Training** – Virgin Megastore
- **Exceptional Customer Service Training** – Virgin Megastore

Awards

- **Excellent Customer Service** – Honored on January 2019 with Exceptional Customer Service Star based on customers online feedback survey at azadea.com
- **Employee of The Month** – Awarded for Employee of the month for 8 time, a valuable member of Virgin Megastore – Virgin Yas - Abu Dhabi
- **Best Monthly Performance** – Appreciated as the best Employee in LifeStyle department for several months in 2016/2017/2018 – Virgin Yas - Abu Dhabi
- **E-Commerce Quiz** – Awarded on December 2015 in Virgin annual appreciation night for e-commerce quiz (launching Virgin Megastore new website)

Education & Qualifications

High-School Certificate**Arabic Literature & Philosophy***ONEFD Centre, Medea – Algeria***Diploma****IT Management***ETM Ibn Rochd Institute, Algiers – Algeria***Languages Spoken**

- **Arabic** Native Speaker
- **English** Full Professional Proficiency
- **French** Working Professional Proficiency

References Available on Request
