

# GAURAV TANEJA

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## RETAIL SALES ASSOCIATE - leveraging +5 years of experience

Sales Associate with 5 years of experience in retail environments. Recognized for ability to communicate with customers, providing exceptional service that ensure client retention and positive feedback. Proven ability to increase sales through upselling techniques as well as implementing processes that drive profitability. Exceptional customer service and communication skills with an insatiable drive to be the best version of myself each and every day.

### PROFILE SUMMARY

- Expertise in implementing sales strategy, client prospecting, and presenting promotional programs to maximize revenue.
- Highly skilled in analyzing market trends, opening new markets, and guiding launch of new products. Proficient in consensus building, negotiating, communication and operational experience.
- Adept at identifying existing customer needs and executing a predetermined selling process with potential buyers, typically involving product demos and presentations.
- Extensive experience in developing relationships and generating leads. preparing and organising a daily work schedule in order to existing or potential sales outlets.

### CORE COMPETENCIES

- |                                   |                                  |                                   |
|-----------------------------------|----------------------------------|-----------------------------------|
| ▪ Account Acquisition & Retention | ▪ Powerful Presentations         | ▪ Lead Qualification & Generation |
| ▪ Cold Calling & Telephone Sales  | ▪ B2B and B2C Sales              | ▪ Market Analysis and Research    |
| ▪ Sales Negotiation               | ▪ Client Relationship Management | ▪ Product Knowledge               |

### PROFESSIONAL EXPERIENCE

#### Space Consultants, Hyderabad

Sept. 2019- Oct. 2021

##### Retail Sales Associate

- Engaged proactively with customers and provided excellent service by ascertaining and meeting needs. Delivered friendly and efficient customer experience in the sales checkout and ordering process.
- Assisted with merchandise recovery and maintenance of the sales floor to meet company standards. Maintained an orderly appearance throughout the sales floor.
- Coordinated with managers and team members in replenishment, signage, reticketing and other duties as needed.
- Introduced promotions and opportunities to customers, cross-selling products to increase purchase amounts.
- Served customers in a family-focused retail environment with an emphasis on customer service in addition to other financial and inventory management tasks.
- Developed new customer prospects or referrals and built customer relationships to drive sales.

#### Congiz, Hyderabad

Feb. 2016- Aug. 2019

##### Retail Sales Associate

- Approached customers and initiated conversations to determine their needs and preferences. Resolved customers technical questions in a timely and professional manner along with educating customers.
- Exceeded all sales quotas and awarded top salesperson two years in a row for tablets out of 10 stores.
- Provides quality customer service by addressing customers' questions and suggesting merchandise that meets their needs.
- Assisted an average of 40 customers per day in finding or selecting items, and provided recommendations that generated \$8K in additional revenue.
- Stocked, replenished, and organized inventory with accuracy and efficiency, completing function 10% faster than average associate. Achieved an average of 140% of sales goals for three consecutive months.
- Managed proper and attractive merchandise display, ensuring strategic placement of products that maximized purchases. Provided outstanding customer service, receiving 96% in customer service feedback surveys.
- Recommended better merchandise display to management, which was implemented and resulted in 35% improved sales

### ACADEMIC CREDENTIALS

- **MBA (Sales and Marketing) | Indian Institute of Management, Calcutta | 2016**
- **Bachelor's of Business Administration (Marketing) | Xavier Institute of Business Management, Mumbai | 2013**
- **Technical Skills:** Microsoft Office, Access, Visual Studio, SDLC, Javascript, HTML and CSS

### PERSONAL DOSSIER

- **Languages Known :** English & Hindi

~References and other document's available upon request ~