



# Frank Graham

## Sales Associate

Accomplished, growth-focused professional with 8+ years of dynamic sales 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 business revenue. Possess superb abilities to develop and maintain a high level of product knowledge to persuasively promote them to existing and potential customers.

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📍 Montgomery, AL

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## SKILLS

Sales Management

Revenue Growth

Customer Service

Customer Needs Analysis

Conflict Resolution

Work Ethic & Professionalism

Effective Sales Process

Persuasive Selling Approach



## EDUCATION

**Associate of Arts in Business Administration**  
University of Alabama at Birmingham



## LANGUAGES

English  
*Native or Bilingual Proficiency*

Spanish  
*Professional Working Proficiency*

French  
*Professional Working Proficiency*



## INTERESTS

🔗 Blockchain Technologies

🚤 Sailing

💻 Web 3.0

🌱 Sustainability



## WORK EXPERIENCE

### Sales Associate

ShoPerfect Deluxe Mal

11/2018 - Present

Montgomery, AL

#### Achievements

- Formulate and execute compelling seasonal sales promotions, resulting in over 30% increase in-store sales for five consecutive months in the year 2019 & 2023.
- Proactively interact with customers to recommend products that best suit their tastes, interests, and needs, achieving a more than 98% in customer satisfaction rate.
- Work collaboratively with a team of 8 other sales associates to devise strategic sales solutions to achieve and exceed the department's monthly, quarterly, and yearly sales goals.
- Preserve up-to-date knowledge and information about the latest products or upcoming releases to effectively assist customers with various product-related concerns by providing accurate details.

### Retail Sales Associate

Storefront Sports Solutions

01/2015 - 10/2018

Auburn, AL

#### Achievements

- Devised and implemented an effective sales process, leading to consistently achieving the established sales goals and surpassing the monthly sales target by 12%.
- Conceptualized and enforced a customer loyalty program that prompted both existing and new customers to purchase twice as much merchandise, resulting in a 50% increase in the department's sales.
- Performed strategic upselling and cross-selling of women's apparel and other sports products based on customer's tastes and interests, which exceeded the yearly sales quotas by more than 10%.



## CONFERENCES & COURSES

Sales Training for High Performing Team Specialization [🔗](#)

Online Course - [coursera.org](https://www.coursera.org)

Practical Sales Management Training [🔗](#)

ShoPerfect Deluxe Mall

Sales Training: Practical Sales Techniques [🔗](#)

Online Course - [udemy.com](https://www.udemy.com)