

# Michal Král

📍 Stockholm, Sweden ✉ Majkl.kral@gmail.com ☎ +46 765824208 🌐 [linkedin.com/in/michal-kral321/](https://www.linkedin.com/in/michal-kral321/)

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## SUMMARY

Passionate and results-driven sales professional with a strong love for communication, networking, and relationship building. Experienced in presenting valuable and impactful products, with a deep commitment to personal and professional development. Skilled at connecting with clients, identifying their needs, and providing tailored solutions. With several years of experience across a wide range of products, I am constantly eager to learn, grow, and drive success. Always focused on delivering exceptional value and building long-lasting relationships.

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## EXPERIENCE

### Account Executive / Sales Team Leader

Winkvist Group AB

June 2022 – March 2025, Stockholm, Sweden

- Managed the entire B2B sales process, including prospecting, lead generation, product demos, and deal closures.
- Consistently met sales targets, with several months where I exceeded them.
- Promoted to Sales Leader due to outstanding performance, taking on responsibilities such as team motivation and conducting training sessions.
- Actively built networks and identified new business opportunities, while nurturing relationships with existing clients to drive further upsell potential.
- Highest exceeded monthly quotas on record: 178%, 118%.

### Project - Field Data Collector

Apple Maps

March 2022 - June 2022, Sweden

- Collected accurate and precise data across multiple European countries, ensuring consistency in the process.
- Involved gathering reliable data from diverse sources, maintaining high standards of quality and accuracy.
- Delivered dependable data by adhering to strict protocols and cross-referencing to minimize errors.

### Project- Logistics, Delivery assistant & Driver

Tesla

November 2021 - December 2021, Stockholm, Sweden

- Responsible for delivering cars directly to customers, ensuring a smooth and timely handover.
- Assisted with the logistics of servicing vehicles, coordinating between the service team and customers to streamline the process.
- Transporting vehicles to various locations for service or storage, maintaining quality standards throughout.

### Store Sales Assistant

Lush Cosmetics

October 2019 - July 2020, Prague, Czech Republic

- Focusing on boosting sales, educating customers through product demos, and ensuring a memorable shopping experience.
- Driving sales by engaging customers and creating personalized experiences tailored to their needs.
- Running demonstrations to showcase how to use Lush's unique offerings and promote their benefits.

### Brand Store Sales Consultant

Samsung

August 2018 - May 2019, Prague, Czech Republic

- Representing brand and driving sales by maintaining on site sales demonstrations of hardware physical products.
- Educating prospects on the qualities and technical performances of Samsung technological products.
- Providing both B2C and B2B customers with information to help them to chose the right type of product.

### Store Sales Representative

Toy Store Hamleys

September 2017 - January 2018, Prague, Czech Republic

- Driving sales and revenue through demonstrating products in front of masses of customers.
- Tailoring engaging and creative pitches to enhance visitor conversion at our Brand Store.
- Building a company brand through entertaining performances.

### Sales Consultant

T-Mobile (Mobile service provider)

November 2016 - August 2017, Brno, Czech Republic

- Engaging in sales activities such as cold calling and converting visitors of Brand Store into paying customers.
- Meeting monthly sales quotas selling communication services and hardware to both B2B and B2C customers.
- Increasing customers retention through negotiating conditions and customizing services on client's services and products.

EDUCATION

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Preparatory High School

Gymnasium (Grammar School) • Czech Republic • 2016

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SKILLS

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Sales, Lead Generation, Leadership, Excellent Communication Skills, Interpersonal Skills, Goal setting, Closing Sales, Self-motivation, Copywriting, Negotiation

Driving License -Level B

Computer skills -MS Office, Google Suite, Active Campaign (CRM)

English -Fluent, Swedish -Intermediate, Czech -Native, French -Upper-intermediate

