

# Krunoslav Blažičević

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## Summary

I develop sales strategies for brands. With extensive sales experience and negotiation techniques I can bring your company's sales operations and results to the next level.

## Experience



### Sales Director

ABC Interijer d.o.o.

Jan 2018 - Aug 2022 (4 years 8 months)

- Designing and implementing a strategic sales plan that expands the company's customer base and ensures its strong presence
- Managing sales by developing project expense plans that cover sales, revenue, and expense controls.
- Maintaining key client relationships by providing support, information, and guidance.
- Identifying new products by remaining current on industry trends, market activities, and competitors.
- Participating on behalf of the company in exhibitions and conferences.
- Building and promoting strong, long-lasting customer relationships.
- Managing stock and identifying the key products for efficient customer demand management.
- Negotiating commercial conditions with manufacturers and distributors.
- Managing quotas and meeting sales goals.
- Managing, motivating, incentivizing, and empowering the sales team.
- Project management.

#### Key Skills Gained:

- Excellent communication skills and negotiation techniques
- Superb presentation skills
- Strong organizational skills and detail-oriented
- Cross-functional problem solving



### Showroom and Retail Manager

Abc Interijer d.o.o.

Jan 2012 - Jan 2018 (6 years 1 month)

- Organising retail operations.
- Assigning tasks and responsibilities as well as employee management.
- Recruiting, training, supervising, and appraising staff.
- Assisting the commercial department with pricing management.
- Handling the receipt of goods by preparing calculations and other supporting documents.
- Creating offers, estimates, and issuing invoices.
- Presenting, promoting and selling products using solid arguments to existing and prospective customers.
- Expediting the resolution of customer problems and complaints to maximize satisfaction.
- Creating Visoft conceptual solutions.

- Ordering goods for customers, warehouse, and for display in the showroom.
- Resolving complaints or participating in the resolution of complaints.
- Daily cooperation with architects and designers.
- Touring the construction site and establishing contacts with investors, contractors, etc..
- Visiting relevant fairs in the region and beyond (Croatia, Slovenia, Italy, Šany, Germany).
- Actively participating in presentations and training about novelties on the market.
- Monitoring the market and competition.

#### Key Skills Gained:

- Superb interpersonal skills, including the ability to quickly build rapport with both customers and suppliers
- Excellent selling, negotiation and communication skills
- Ability to create and deliver presentations tailored to the audience needs
- Customer relationship management skills
- Understanding of the sales process and dynamics.



### **Sales Representative**

ABC Interijer d.o.o.

Jan 2010 - Jan 2012 (2 years 1 month)

- Assisting customers with the selection of products in-store, via email, and via phone.
- Creating offers, estimates, and invoices.
- Displaying and organizing products in a store for the customers to locate easily.
- Communicating information about product availability and delivery.
- Helping with preparation for displays, trade shows, and windows.
- Learning about the business and meeting the designers and architects.

#### Key Skills Gained

- Excellent verbal communication and interpersonal skills
- Excellent customer service skills
- Exceptional work ethic and strict adherence to company policy and sales goals
- Strong organizational skills and detail-oriented
- Ability to work in a team and independently with minimum supervision
- Time management and ability to prioritize tasks given
- Willingness to learn about new items and procedures quickly



### **Warehouse Specialist**

ABC Interijer d.o.o.

Jan 2005 - Jan 2010 (5 years 1 month)

- Monitoring to track orders, inventory levels, and incoming shipments
- Communicating with other departments to ensure all products are received and shipped in a timely manner.
- Performing physical tasks such as lifting heavy boxes or moving large objects.
- Keeping records of warehouse inventory levels and product locations to ensure all items are accounted for.
- Maintaining a safe work environment.
- Receiving shipments of goods from suppliers or manufacturers and unpacking and staging them for distribution within the warehouse.

Key Skills Gained:

- Inventory management skills
- Excellent communication and organization skills
- Data entry skills
- Attention to detail
- Multitasking skills

## Education



### **School of Economy Katarina Zrinski**

Economist, Economics

2001 - 2005

- A great understanding of economic principles and concepts like supply, demand, costs, benefits, economic sustainability, production, scarcity, and efficiency.
- A firm understanding of the theory and practice enabled me to engage in data analysis, economic conversations and research successfully.

Key skills gained:

- Knowledge of economic concepts
- Research skills
- Data collection and analysis

## Licenses & Certifications



**Adobe InDesign CC** - Adobe

## Skills

Warehouse Operations • Multitasking • Inventory Management • Organization Skills • Customer Satisfaction • Visoft • People Management • Public Speaking • Interpersonal Skills • Customer Service