



# Anirudh Rana

Sales Executive

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Abu Dhabi, United Arab Emirates

Dynamic and results-driven Professional with over three years of experience in retail sales and customer service. Adept at exceeding sales targets through strategic upselling and cross-selling, leveraging extensive product knowledge to enhance customer satisfaction. Recognized for achieving exceptional sales performance, including Best Sales Associate and Best Salesman awards. Skilled in managing customer complaints, maintaining store standards, and leading teams to consistently meet or exceed goals. Proficient in transaction processing, inventory management, and visual merchandising. Strong educational foundation with dual bachelor's degrees in Education, Physical Sciences & Mathematics. Achievements include surpassing target sales by 140% over budget sales, earning incentives, and receiving a Best Salesman Certificate from Westinghouse. Committed to driving results, optimizing store operations, and delivering exceptional customer experiences in fast-paced retail environments.

## WORK EXPERIENCE

### Sales Associate

#### Think Kitchen (LIWA Trading)

07/2022 - Present

Dubai, UAE

##### Achievements/Tasks

- Delivered exceptional customer service, fostering a friendly environment and extensive product knowledge.
- Assisted customers in selecting products, introducing current promotions, and providing detailed information.
- Promoted upselling and cross-selling to meet customer needs and increase sales revenue.
- Managed customer complaints professionally, escalating significant issues to the store manager.
- Led the sales team to consistently meet or exceed targets set by the Store Manager and Brand Team.
- Demonstrated a thorough understanding of KPIs and SOPs, ensuring compliance and efficiency.
- Accurately processed all transactions and maintained all cash media at the register.

### Sales Executive

#### Levi's

08/2021 - 02/2022

India

##### Achievements/Tasks

- Responsible for welcoming and assisting customers, recommending products to enhance satisfaction, promoting upselling, collaborating on store performance evaluations, maintaining a customer database for personalized service, processing transactions efficiently, participating in visual merchandising, conducting inventory checks, and building customer relationships.

## ACHIEVEMENTS

Achieved Target Sales and KPI's, selected as Best Sales Associate 2023.

Surpassed target sales by 140% over the budget sales (150,000 AED) in January, earning incentives.

Awarded Best Salesman Certificate from Westinghouse for selling the most electrical units.

## REFERENCES

Available upon request.

## SKILLS

- Customer Service Excellence
- Client Relations
- Upselling & Cross-Selling
- Visual Merchandising
- Sales Target Achievement
- KPI Management
- Inventory Management
- Transaction Processing
- Product Knowledge
- Performance Evaluation
- Communications
- Promotion Awareness
- Sales Reporting
- Cash Handling
- Retail Operations
- Stock Replenishment
- Brand Promotion
- Vendor Management
- Workflow Management
- Team Leadership

## EDUCATION

Bachelor of Education, Physical Sciences & Mathematics (2019 - 2021)

Himachal Pradesh University, India

Bachelor of Science, Physical Sciences & Mathematics (2015 - 2019)

Himachal Pradesh University, India

## TECHNICAL SKILLS

MS Office (Word, Excel, PowerPoint & Outlook)

Tally Program

Point of Sale (POS) Systems

## PERSONAL DETAILS

Gender: Male

Nationality: Indian

Languages: English, Hindi, Punjabi, and Urdu