**Electronic Sales Associate Resume**

**Robin Red**

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**ELECTRONIC SALES ASSOCIATE**

**Performance Summary:** Versatile, highly-motivated individual with exceptional sales acumen. 5+ years’ documented success in receiving, assimilating and evaluating information quickly in order to provide customers with plausible solutions to their electronics buying needs.

• Focused on providing customers with assistance in handling their electronics purchasing needs, through effective selling skills  
• Well-versed in creating and maintaining a meaningful liaison between customers and company to maximize business opportunities  
• Documented success in providing expert guidance and stellar services to customers with the aim of retaining them  
• Qualified to understand and follow metrics for self and company sales goals, with strong knowledge of devising ways to meet and exceed them

**CORE SALES PROFICIENCIES**

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| • Customer Service | • Sales Acumen | • Electronic Products Insight |
| • Technology Savvy | • Customer Accounts | • Up-Selling Techniques |
| • Goal-Orientation | • Communication | • Inventory Management |
| • Merchandizing | • Complaint Handling | • Presentation |

**SELECTED ACHIEVEMENTS**  
• Increased sales of electronic good by 77%, following dedicated selling efforts  
• Introduced the concept of “Test first, buy later” which increased customer interest in the store more than the next door competitors  
• Acquired the highest number of commissions on selling electronic goods between 2011 and 2015  
• Consistently exceeded sales goals for 5 consecutive years

**PROFESSIONAL SALES EXPERIENCE**

BEST DEALS, Cortez, CO  
**Electronic Sales Associates**| 5/2012 to Present  
• Greet customers as they arrive at the store and indulge them in conversation to determine their electronics buying needs  
• Approach customers in the store and inquire into their buying needs without pressurizing them  
• Qualify customers through listening to their wants and questioning  
• Lead customers to their required aisles and provide them with information on new arrivals  
• Demonstrate product features and provide information regarding additional features  
• Inform customers about discount offers and ways to avail them  
• Help customers make informed decisions regarding purchasing electronic items  
• Lead the payment procedure and assist in packing purchases  
• Arrange for deliveries to be made to houses and offices  
• Provide information regarding product warrantee and claiming techniques  
• Ascertain that sufficient electronics are available in each category  
• Liaise with procurement managers to ensure that products are bought on time  
• Handle merchandizing duties and tag and display items accurately

HHGREGG, Cortez, CO  
**Sales Associate** 4/2010 to 5/2012  
• Greeted customers and assisted them in looking for their desired electronic product  
• Provided information regarding products of interest  
• Showed customers features and benefits that support their needs  
• Assisted customers in understanding post-purchase services and warrantees  
• Indulged in suggestive selling to ensure maximization of sales

**EDUCATION**  
High School Diploma | CORTEZ PUBLIC SCHOOL, Cortez, CO – 2008