



PALASH BALWANI

Sales & Customer Executive

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PROFILE – SUMMARY:

Results-driven **Sales & Customer Executive** with extensive experience in the **Indian and UAE markets**. Proficient in driving sales, enhancing customer experiences, and optimizing product displays through strategic merchandising and customer service excellence. Skilled in managing end-to-end sales operations, handling transactions, and delivering tailored solutions to meet and exceed customer expectations. Adept at managing inventory, resolving inquiries, and fostering long-term customer loyalty while aligning sales strategies with business goals. Proven ability to achieve sales targets, improve product visibility, and drive revenue growth through a customer-centric approach. Strong communicator with a keen eye for detail, committed to delivering outstanding service, and fostering positive customer relationships. Passionate about optimizing sales performance and contributing to a dynamic and growth-focused organization through innovative sales and service strategies.

EMPLOYMENT – HISTORY:

Sales Attendant

08/2023 to 11/2024

Abu Dhabi National Oil Company (ADNOC)

- Promoted cross-selling and upselling of products and services to enhance customer experience, boosted sales revenue, and achieved merchandising goals.
- Operated fuel dispensing equipment to refuel vehicles efficiently and safely, while adhering to safety protocols and maintaining product quality standards.
- Delivered exceptional customer service by addressing inquiries, resolving issues promptly, and introducing product offerings to drive sales and enhance brand loyalty.
- Maintained a clean, organized, and visually appealing workspace, ensuring compliance with safety, merchandising, and operational standards to optimize product display and improve customer experience.
- Managed inventory by tracking stock levels, conducting audits, and replenishing supplies to ensure product availability and support sales objectives.
- Processed transactions with accuracy, handling cash and electronic payments, promoting sales strategies, and supporting pricing and merchandising initiatives.

Sales & Merchandising Executive

11/2021 to 02/2023

AI – Safer Group of Companies Dubai, UAE

- Recommended and promoted perfume and fashion accessories to customers, enhancing product visibility and driving revenue growth.
- Processed Local Purchase Orders (LPO) and Goods Return Vouchers (GRV) to ensure accurate documentation, maintain stock levels, and support inventory control within the SAP system.
- Handled cashier duties, managing transactions through both cash and electronic payments, while streamlining daily sales operations.

PROFESSIONAL SKILLS:

- Product Expertise
- Transactions Proficiency
- Account Receivables Management
- Merchandising Mastery
- Outstanding Customer Service
- Inventory Control Skills
- Adaptability
- Communication Abilities
- Time Management
- Problem Solving
- Teamwork Orientation
- Selling Tactics
- Financial Acumen
- Attention To Detail
- Relationship Building
- Trustworthiness
- Initiative
- Retail Operations Knowledge
- Client Focus
- Results Driven

AREA OF INTEREST:

- Consumer Electronics
- Retailing Strategies
- Point of Sale (POS) Systems
- Wholesale Trade
- Stock Management
- Display Techniques
- Customer Satisfaction
- Revenue Generation
- Payment Processing
- Brand Representation

- Utilized the SAP system for inventory tracking, sales reporting, and purchase order management, contributing to operational efficiency.
- Maintained visually appealing and organized product displays, enhancing customer experience and boosting sales performance.
- Addressed customer inquiries, resolved complaints, and provided exceptional service to foster customer satisfaction and encourage repeat business.

Salesman & Cashier

4 – Years

Rajeev Agency (Electric Shop)

- Demonstrated expertise in selling air coolers, sound systems, and LED TVs, offering valuable product insights to drive sales and improve merchandising initiatives.
- Facilitated sales transactions and managed the cash register with precision, ensuring accurate and prompt payment processing to enhance daily sales operations.
- Effectively managed accounts receivable by collecting market money from clients, streamlining wholesale transactions, and guaranteeing timely payments.
- Organized and maintained the sales floor, showcasing products attractively and making them readily available for customers, thereby creating a conducive shopping atmosphere.
- Provided exceptional customer service through proactive communication, issue resolution, and promoting a positive shopping experience, ultimately cultivating customer loyalty.
- Supported inventory management by monitoring stock levels, arranging restocking, and maintaining sufficient product supply to meet sales targets and satisfy customer demand.

EDUCATIONAL – BACKGROUND:

High School Education

M.P Board India

MY STRENGTHS:

- Demonstrated success in surpassing sales objectives, driven by a results-oriented mindset and strong work ethic.
- Exceptional communication and interpersonal abilities, enabling effective management of customer inquiries and concerns.
- Proficient in Point of Sale (POS) systems and competent in executing cash transactions with precision and efficiency.
- In-depth product knowledge and expertise in identifying opportunities for upselling and cross-selling, driving revenue growth.
- Proven history of delivering exceptional customer service experiences, resulting in the development of lasting client relationships.
- Collaborative team player, known for maintaining a positive attitude and unwavering commitment to customer satisfaction.

- Market Analysis
- Competitor Monitoring
- Conflict Resolution
- Emotional Intelligence
- Professional Development
- Digital Technology Integration
- Data Entry Accuracy
- Collaborative Workspaces
- Key Performance Indicators (KPIs)
- Continuous Improvement.

LANGUAGES – SPOKEN:

- Hindi
- English

REFERENCE:

Available as per your request