

MERIEUX

SALES AREA MANAGER

With a Master's degree in International Management and Business, I'm looking for my next professional challenge. I've acquired the ability to deliver unique experiences to B-to-B and B-to-C customers through good preparation of sales teams: briefings, workshops and events have been motivating factors. What's more, since excellence is at the heart of my department, I've been able to focus on the most important aspect of the commercial relationship: customer satisfaction.

EXPERIENCES

SALES AREA MANAGER



Comte de Cheurlin & Fiesta 4 Event - Since June 2023

- Creation of a CRM file of follow-ups through telephone, e-mail and face-to-face approaches.
Setting up sales processes and deploying follow-ups.
- Implementation of a sales strategy in a pre-defined catchment area following a market analysis and identification of potential prospects to be approached.
- In-depth knowledge of the company's product offering and value proposition. Compliance with the organisation's policies and regulations that affect the sales department.
- Event management: taking part in setting up the service providers and artists, following the client's specifications, setting up the entire decoration. Presence throughout the event and management of staff and timing.
Follow-up with clients 2 days after the event for debriefing purposes.
- Presentation of the champagne estate and its 10 possible cuvées. Tailor-made tasting and suggestion of third-party products to add to the selected champagne (food and champagne pairing).

SALES MANAGER



Metro France - August 2021 to July 2023 - Apprenticeship - Nice - France

- Management of disputes, refunds and customer follow-up
- Creation of a professional customer account and a dedicated financing package.
- Managing and coordinating the sector team with regard to arrivals, departures, breaks, absences, etc.
- Invoicing of key accounts and dedicated customer follow-up.
- Implementation of sales processes, deployment and monitoring of Key Performance Indicators (KPIs): turnover, profitability rate,
- Setting up a sales listening system to monitor and then conduct an annual interview in line with team members' abilities.
- Integration of new employees, training, feedback and follow-up.
- Analysis of CVs, making appointments, interviewing new recruits, debriefing with management and integration of selected profiles.

MANAGER DES VENTES



Sephora - September 2020 to July 2021 - Apprenticeship - Nice

- Customer collection and tax refunds for foreign customers.
- Providing team training on new products/services and cash register/software training.
- Daily monitoring and analysis of KPIs (turnover, TT, markdowns, etc.).
- Implementing concrete sales initiatives to boost priority indicators (ideas, proposals to management, shop implementation).
- Strategic management of in-store teams with key positions and zoning depending on the flow (Christmas, Valentine's Day, sales, etc.).
- Setting up sales listening sessions and debriefing with the advisers: the aim is to objectify the sales assistants thanks to a real analysis of their skills, but also to jointly determine areas for improvement.
- Analysis of annual reports, debriefing of the past year, objectives for the coming year with precise analysis of areas for improvement.

Gérermaboite - September 2018 to February 2019

- Across a defined catchment area, canvassing, promoting and developing the loyalty of new customers.
- Maintain and update the CRM (development with dedicated commercial offers, monthly mailings, personalised follow-up).
- Taking part in various entrepreneurs' trade fairs between Paris and Lyon: promoting our products and services through sales campaigns and one-shot interviews.
- Offerings tailored 100% to our customers' needs.

**EDUCATION**

- **September 2021 to July 2023** - Ufip Business School - Master Business internationale et Management
Holds a Master's degree in International Business and Management from Metro France.
Graduated with honours.
- **September 2014 to June 2015** - Parc Impérial Nice - Baccalauréat Scientifique
Scientific baccalaureate in sport study section Water polo option (high level).

**LANGUAGES**

English
Niveau B2



Spanish
Niveau A2

**CONFERENCES AND EVENTS****2022 - LES NÉGOCIALES (Participant)**

4th finalist in the 2022 session of the Négociales negotiation competition against 6,000 candidates.

**INTERESTS****SPORTS**

Water polo at club level with ONN at top level (national and international). I have several titles to my name: French champion and vice-champion, qualification for the senior French team and a World League qualifying match.