

Fahad Yaslam Ba Atta

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SUMMARY

Results-driven Retail Sales Supervisor with over 11 years of progressive experience in retail sales, branch operations, and team leadership within leading home furnishing brands. Proven track record of consistently exceeding sales targets, increasing branch revenue, developing high-performing sales teams, and delivering exceptional customer experiences. Experienced in B2B sales, branch operations, inventory management, visual merchandising, and business development. Recognized multiple times for outstanding sales performance and leadership while driving sustainable business growth

EXPERIENCE

Sales Supervisor | D. Haus | Jan 2024 – Present

- Increased overall branch sales by 40% through strategic sales planning, performance coaching, and daily KPI monitoring.
 - Successfully closed more than 25 B2B projects, including furnishing Al Hayat Hospital – Jazan, while supervising installation and final delivery within 7 days.
 - Established 5+ strategic partnerships with corporate clients, including Wave Company, contributing to approximately 20% of new business opportunities.
 - Introduced monthly and quarterly incentive programs that improved team target achievement from 88% to 115% and amplified employee productivity by 25%.
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Branch Supervisor | Elite Furnishings | Oct 2022 – Dec 2023

- Consistently achieved 100%–120% of monthly sales targets throughout the employment period.
 - Expanded the branch customer database by approximately 30%, generating over 450 new customers annually.
 - Organized more than 20 promotional booths and marketing campaigns, increasing showroom traffic by approximately 25%.
 - Reduced stock shortages by 18% through effective inventory monitoring, inter-branch transfers, and detailed inventory reporting.
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Supervisor | Marina Home | Nov 2016 – Sep 2022

- Executed the successful launch of Marina Home Jeddah showroom, achieving 100% operational readiness on schedule.
 - Consistently exceeded sales goals by achieving 100%–120% of annual sales targets for 5 consecutive years.
 - Recognized as Top Sales Performer and received 6+ Certificates of Appreciation along with the Top Seller Award for outstanding sales performance.
 - Escalated customer database growth by approximately 30% annually, contributing to improved repeat business and long-term customer loyalty.
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Sales Associate | Pottery Barn | Alshaya Group | Mar 2015 – Oct 2016

- Achieved 100% of monthly sales targets while maintaining high customer satisfaction scores.
- Heightened new customer acquisition by approximately 40%, adding an average of 45–60 new customers monthly through relationship building and referrals.
- Maintained product presentation standards that contributed to a 15% increase in sales conversion within the department.

- Processed more than 250 product exchanges and returns annually while maintaining excellent after-sales service and customer satisfaction.

EDUCATION

High School Certificate (Literary Stream) | Grade: 75% | 1999

SKILLS

Retail Sales Management | Sales Leadership Team Management | Branch Operations | B2B Sales | Business Development | Customer Relationship Management (CRM) | Customer Acquisition | KPI Monitoring & Reporting | Inventory Management | Stock Transfer Coordination | Product Replenishment | Visual Merchandising | Sales Forecasting | Negotiation | Customer Retention | Team Performance Management | Promotional Events | Complaint Resolution | Problem Solving | Leadership | Microsoft Office

LANGUAGES

- **Arabic:** Mother tongue

English: Intermediate