JULIAN MERCER

RETAIL SALES ASSOCIATE

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PROFESSIONAL SUMMARY

Retail Sales Associate with 3+ years helping customers choose the right products, building repeat relationships, and keeping the sales floor ready. Strong product knowledge, accurate cash handling, and a steady record of meeting individual and team sales goals.

PROFESSIONAL EXPERIENCE

Senior Sales Associate, Electronics Mar 2025 - Present
Best Buy, Denver, CO

- Advise about 40 customers per shift on laptops, phones, and smart home devices by asking about needs and budget first.
- Reached 108% of the personal sales target last quarter and earned the store's top-seller recognition twice by following up with customers after purchase.
- Raised protection plan and accessory attachment to 38% of qualifying sales through honest product comparisons and clear explanations of coverage.
- Completed 12 product training modules and shared new feature updates with teammates at weekly huddles and passing each module assessment on the first attempt.
- Set up customers with trade-in offers and financing options, helping close larger basket purchases averaging about $620.
- Helped train six seasonal hires on the point-of-sale system, returns policy, and product display standards.
- Walked new teammates through product demos and floor coverage, helping them reach their first sales goals within a month.

Sales Associate Jun 2023 - Feb 2025

- Resolved return and exchange questions calmly and kept customer satisfaction survey scores above 90% across the whole review period.
- Helped customers compare phones, tablets, and headphones, earning positive survey comments and steady repeat visits.
- Handled about 30 transactions a shift at the register and kept cash drawers balanced at every close, including busy holiday weekends.
- Set up and refreshed product displays and price signs to match weekly ad changes, keeping the department ready for peak weekends.
- Signed up customers for the store rewards program, beating the team monthly goal in four of the first six months.
- Supported holiday sales events by pulling stock and staffing the demo tables, contributing to a record-day store target.
- Tracked and followed up on special orders by phone, keeping pickup times to under three days on most items and calling customers as soon as stock arrived.

CORE SKILLS

Customer service | Product knowledge | Consultative selling | Upselling and cross-selling | Cash handling | POS systems | Returns and exchanges | Visual merchandising | Inventory replenishment | Loyalty programs | Conflict resolution | Team collaboration | Loss prevention awareness | Active listening

EDUCATION

A.A. in Business Administration, Community College of Denver, Denver, CO

CERTIFICATIONS

National Retail Federation (NRF) Customer Service and Sales Certification