





Michael Rodriguez

Electronics sales representative with over 10 years of experience in retail and B2B sales. Adept at demonstrating complex products, closing high-value deals, and building customer trust through product expertise. Proven track record of exceeding sales quotas and enhancing the customer buying experience.

CONTACT

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KEY SKILLS

- B2B and retail sales
- CRM
- Product demonstrations
- Sales forecasting
- Technical troubleshooting

PROFESSIONAL EXPERIENCE

February 2018 - Present

Electronics Sales Representative, SmartTech Solutions | Orlando, FL

- Boosted store revenue by 30% annually by implementing strategic upselling techniques and hosting product workshops
- Conducted detailed product demonstrations, leading to a 40% increase in customer conversion rates
- Trained and mentored 15+ new employees on sales processes and technical product knowledge

June 2014 - January 2018

Sales Associate, TechWorld Electronics | Tampa, FL

- Exceeded monthly sales quotas by 25% through targeted marketing and customer engagement strategies
- Organized promotional campaigns, driving a 20% increase in-store foot traffic
- Provided on-site technical support, improving overall customer satisfaction ratings by 10%

May 2012 - May 2014

Customer Service Representative, FutureTech | Miami, FL

- Delivered exceptional support for over 100 daily customers, maintaining a 95% satisfaction score
- Processed daily transactions totaling \$5,000+ with 100% accuracy

EDUCATION

Bachelor of Science, Information Technology

University of Central Florida | May 2012