



Kayla Malaika

Sales Assistant

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Languages

English (Fluent)

About

With solid experience at Intimissimi and House of Fraser, I excel in creating personalised shopping experiences through exceptional service, sales techniques, and product knowledge. Adaptable to various retail settings, I'm passionate about driving sales and engaging with clients across high street to luxury environments.

BRANDS WORKED WITH

- intimissimi
- Carluccio's
- wagamama

Experience



● Sales assistant

intimissimi | Jul 2023 - Now

Working at Intimissimi was an awesome experience where I was able to gain valuable skills in customer service by assisting customers in finding the perfect pieces. You'll also have the opportunity to learn about different fabrics, styles, and sizes, helping customers feel amazing and confident in their choices. Additionally, I most enjoyed the hands-on experience with visual merchandising, creating eye-catching displays that showcase the beautiful collections. This was a fun and rewarding job that allows you to make a positive impact on customers.

Working as a sales assistant in the retail industry has provided me with valuable experience and taught me a wide range of skills that are applicable to various professional settings. Here are some of the key lessons I have learned: 1. Customer Service Excellence: Interacting with customers on a daily basis has honed my ability to provide exceptional service. I have learned to greet customers warmly, actively listen to their needs, and offer appropriate assistance. I have developed the skill of dealing with difficult customers in a calm and professional manner, ensuring their concerns are addressed effectively. 2. Product Knowledge: Working in retail has enabled me to acquire in-depth knowledge about a diverse range of products. I have learned about product features, benefits, and usage, allowing me to confidently assist customers in making informed purchasing decisions. This knowledge has also translated into effective upselling and cross-selling techniques, contributing to increased sales and customer satisfaction. 3. Sales Techniques: Through my retail experience, I have developed proficiency in various sales techniques. I have learned how to identify customer needs, pitch products persuasively, overcome objections, and close sales. These skills have proven valuable in meeting and exceeding sales targets, as well as fostering customer loyalty.



● Sales assistant

House of Fraser | Jan 2022 - Nov 2023