



Erol Erdogan

Store manager

London, UK

[View profile on Dweet](#)

Links

[LinkedIn](#)

Languages

English (Native)

Turkish (Native)

About

I am currently employed at Philipp Plein as a Store Manager. I am reliable and conscientious with the ability to communicate, mentor, motivate, delegate, plan & execute clear instructions/decision. Currently seeking a challenging and rewarding position where I will be able to contribute to the improved efficiency and profitability of a company but also upgrade my existing skills and experience. With infectious enthusiasm and an inspirational personal style and self-drive, I have used my extensive experience of the retail industry to develop exceptional interpersonal, management & social skills, commercial awareness, organisation, forward planning & strategic skills, whilst assisting and advising, insuring the best service possible is given at all times.

BRANDS WORKED WITH

Dolce & Gabbana

Dolce & Gabbana S.R.L.

Ernest Jones

PHILIPP PLEIN

Experience



● Store Manager

PHILIPP PLEIN | Sep 2022 - Now

Furniture, NFTs, Eyewear, Perfumes & Watches, PleinSport & Billionaire)



● Assistant Manager

PHILIPP PLEIN | Jun 2022 - Sep 2022

Operations:

-Effectively managing store costs, bills & expenses independently by using competency skills to set up & manage accounts for energy & water providers along with fire prevention assessors & anti-theft prevention companies.

-Independently furnished & organized BOH efficiently with my team whilst managing costs such as ordering racking myself to accommodate a new floor opening & stock holdings.

-Using initiative skills to network through hotels or digital media & advertising companies to push our brand awareness through Roadside billboards such as bus stops or Heathrow T5 Arrivals, TFL posters or screening, Youtube & TV.

-Introducing habits such as the use walkie talkies to communicate effectively between 5 floors in order for theft to be prevented. Team members are also advised two work in pairs to ensure adequate floor presence and efficient customer service.

-Effective management of all stock with stock takes every 3 months & partials of random categories every 2 weeks thus eliminating any surprises.



● Senior Sales

Dolce & Gabbana | Sep 2017 - Apr 2019

-Top salesperson exceeding prestigious £1million 2 years running.

-Ensuring KPIs; UPT, ATV & Cross-selling are aligned with company expectations

-Oversee junior sales to ensure performance standards are met.

-Fashion show attendee; hosting clients for shows and events.

-Supporting Sales Staff performance, providing mentoring and ensuring smooth operations on the shop floor.

-Cooperating with Managers to contribute to Sale Staff target achievement through: Efficient sales strategy, sourcing new clients through CRM tools, maintaining and building productive long-term relationships with clientele.

-Supporting an environment of teamwork and trust: Collaborating with entire store staff, FoH & BoH ensuring product knowledge, stock levels and support of sales staff activities are met.

-Assisting VIP clientele & Celebrities in choosing outfits for special events.

-Up-selling to existing clientele services such Made-To-Measure when

necessary in order to excel sales.

-Flexible in communicating with clients on days off and holidays to arrange appointments.

-Effectively communicating and collaborating with UK/European stores to ensure client's demands/requests are met.



● Full-time Sales Consultant

Dolce & Gabbana | Jul 2014 - Sep 2017

-Driving individual KPI goals: guaranteeing cross and up-selling of all product categories, building long lasting relationships with clients using companies "Build up relationship program".

-Ensuring client book is constantly updated and retained for future appointments, providing appropriate follow-ups on all sales and requests.

-Ensuring constant monitoring and implementation of CRM system in order to connect, build relationships and tailor new opportunities with potential clients.

-Proactive team player, accepting instructions and providing feedback to seniors to support the store achievements and contributing to a positive working environment.

-Assisting in merchandising and maintenance of the shop floor by upholding housekeeping standards in all areas of the store, including visual displays.

-Understanding of the procedures set by the company regarding Sales and Service that need to be met.

-Assisting VIP clientele & Celebrities in choosing outfits for special events.

-Accurately pinning and taking measurements of a client's alteration.



● Full-time Sales Consultant/Brand Specialist

Ernest Jones | Jul 2013 - Jul 2014

-As head of the watch department my responsibilities include educating colleagues on products and visual merchandising the watches and maintaining the replenishment and cleanliness of displays.

-Handling and managing high valued luxury goods, including Armani, Gucci, Marc Jacobs, Michael Kors, Burberry, Hugo Boss and DKNY, as well as Rolex, Cartier, Omega, Longines, and Tag Heuer.

-Communicating the features, quality and availability of products to the customer.

-Maximizing store revenue by suggesting upgrades, insurance and add-ons to customers.

-Experienced in helping customers in choosing and making bespoke designs.

-Assisting customers with face to face or phone enquires as well as managing customer repairs and in store adjustments.

-Arranging transfers, orders and deliveries.

-Two-way conversations with luxury brands.

-Handling cash and credit card payments whilst processing purchases accurately.

-Processing returns and refunds as required in line with company procedures.

-Creating and updating client database, whilst also developing own client book to directly market prospective sales.

-Handling customer complaints in a calm manner.

-Using the stock management system to long, check, locate and move stock both in and out of the store.

-Occasionally being responsible for the stores security, including being its key holder.

-Recorded proof of excellent customer service.



● Sales Manager

Dolce & Gabbana S.R.L. | May 2019 - Jun 2022

- Partnering with store management & seniors to achieve store sales budget by actioning plans & activities to achieve objectives whilst maintaining operating costs; weekly managers meetings to discuss weekly results across UK & EU, creating strategic plans whilst keeping operating costs low.

- Taking full accountability; lead by example, complete assigned tasks by set timeline, be responsible for the success of the team by communicating the importance of their roles, actions & decision making, taking ownership of problems by addressing issues with solutions.

- Implement, direct & participate in operational & inventory controls.
- Analysing current trends to forecast future sales figures.
- Contributing to HR operations by recruiting, directing, mentoring & training the team to drive sales, KPIs & staff progression through regular reviews & appraisals, thus reducing staff turnover.
- Support the sale staff in achieving targets by developing both store and individual target plans through monthly, or weekly reviews; communicating the message clearly & directly.
- Implement training calendars to enhance sales for each product category and client tier segment.
- Sharing information with management, buyers & visual team regarding current & future trends, best and worst sellers by participating in deciding and implementing any improvements.
- Monitor the quality of service offered to the clients and the performance level; coaching sale staff in selling competencies, tools and understand key business metrics.
- Ensuring sales team use the companies tools such as "Build up relationship programme", new client gifting, weekly new client lists and birthdays to maximise on clienttelling.

Achievements: Exceeding yearly budget by 16%, increasing appointments from 12% to 30%, exceeding KPIs set by seniors, successfully reducing operational costs/losses and exceeding sales for projects such as MTM.

Education & Training

- 2012 - 2013 ● **Hertford Regional College**
Merit Certificate in Carpentry Level 2 NVQ,
- 2006 - 2011 ● **Kingsmead School**
GCSE's,