

Sales & Support Manager / Counselor

Shweta Sahni

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Professional Summary

Highly motivated and results-driven Sales Associate with extensive experience in customer service and sales. Proven track record of consistently exceeding sales targets, enhancing the customer buying experience, and boosting company visibility in targeted markets. Recognized for excellence in customer service and strong interpersonal skills. Skilled at building lasting relationships with clients and maintaining composure under pressure to deliver exceptional results.

Professional Experience

➤ Senior Counselor at Straight Ways Immigration Consultancy Services, Mohali (SWICS) (2023 – Present)

Job Responsibilities:

- Assist individuals with visa applications, residency, work permits, and other immigration-related documentation.
- Explain immigration laws, rules, and requirements clearly to clients, ensuring they understand their options and responsibilities.
- Evaluate clients' profiles to determine their eligibility for various immigration programs or pathways.
- Help clients gather, complete, and review all necessary paperwork to ensure accuracy and compliance with legal standards.
- Keep clients informed about the status of their applications and offer guidance throughout the process, including interview preparation if needed.

➤ Sales & Support Manager at HFN Pvt Ltd, Mohali (2021 – 2023)

Job Responsibilities:

- Handle the daily operations of dark stores to make sure orders are packed and delivered on time, inventory is well-stocked, and team members work smoothly together.
- Work with new and existing vendors—setting up partnerships, negotiating deals, and making sure products are always available and meet quality standards.
- Keep an eye on stock levels and update inventory systems to avoid running out of products or having too much stock sitting around.
- Team up with delivery partners to make sure orders reach customers quickly, and help solve any delivery issues that come up.
- Regularly update the online store's backend to make sure product details, prices, and availability are always correct.
- Visit vendor locations or product booths in person to check on product quality, stock, and how everything is running.

- Use tools like Excel, Google Sheets, and CRM software to keep track of key numbers, make reports, and support decision-making.
- Set up and improve step-by-step processes to help the team work more efficiently and keep customers happy.
- Work with teams from marketing, tech, and customer service to make sure everything is ready for sales campaigns or new product launches.
- Spot problems in the daily operations and take the lead in finding quick and effective solutions.

➤ **Senior Counselor at Straight Ways Immigration Consultancy Services, Mohali (SWICS) (2016 – 2020)**

Key responsibilities: Prepared Merchandise for sales floor by pricing or tagging. Attended monthly sales meeting and quarterly sales training Built relationship with customer and community to promote long term business growth.

➤ **Counselor at Global Guide, Mohali (2014– 2016)**

Key responsibilities: Passionate about learning and committed to continual improvement. Excellent communication skills, both verbal and written.

Soft Skills:

- Effective Communication
- Problem-Solving
- Time Management
- Adaptability
- Empathy & Patience
- Decision-Making

Education Qualification

- B.COM
- Diploma in Computer Applications

Languages Known

- English
- Hindi
- Punjabi

(SHWETA SAHNI)

Signature

Date: _____

Place: _____