

SHELDON MAHLATSE

RETAIL SALES ASSISTANT | CUSTOMER SERVICE & STORE SUPPORT

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PROFESSIONAL SUMMARY

Retail-focused sales and customer service professional with direct experience supporting customers on the shop floor, assisting with product selection, and supporting daily store operations. Recognized for strong communication skills, excellent customer engagement, and basic promotional awareness to meet sales targets. Registered PSIRA Grade D security professional committed to delivering high-quality retail experiences, stock awareness, and store safety.

CORE COMPETENCIES & SKILLS

Retail Operations & Sales

- Customer Service & Sales Support
- Product Selection & Floor Assistance
- Basic Promotional Awareness
- Store Operations & Order Support

Interpersonal & Safety Skills

- Public Speaking & Communication
- Customer Engagement & Active Listening
- Store Readiness & Procedure Adherence
- PSIRA Security Awareness & Asset Protection

WORK EXPERIENCE

Sales Agent / Sales Assistant / Sales Associate

07/2025 – 12/2025

Homechoice | Johannesburg, Gauteng

- Supported customers directly on the shop floor by providing active assistance with product selection, inquiries, and overall sales support.
- Utilized effective communication skills and basic promotional awareness to highlight featured items and enhance the customer purchasing experience.
- Contributed consistently to daily store operations, floor readiness, and positive retail customer service standards.
- Maintained strong readiness for store workflows, working productively within team settings to meet service and operational goals.

EDUCATION & QUALIFICATIONS

Matric (National Senior Certificate)

2014 – 2020

Mafori Mphahlele High School | Johannesburg, Gauteng

Security Qualification (PSIRA Registration Grade D)

Certified

Field of Study: Security / Private Security Industry Regulatory Authority

- Trained in basic security protocols, loss prevention awareness, and store safety compliance.

REFERENCES

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Reference | Contact: +27 74 902 0210