

# SAM FLECK

sam\_fleck@outlook.com | 07931310532 | Musselburgh, East Lothian

---

## Summary

Hard working and ambitious university student at Plymouth Marjon University with a strong background in competitive golf and sales. As captain of the university golf team, I've been able to continue the growth of leadership, communication and high performance discipline skills, all while working toward my long term goal of turning professional in golf. My sales experience has strengthened my ability to build rapport, understand customer needs and deliver results. I bring a motivated, professional attitude to every environment and thrive in roles that demand responsibility, teamwork and continuous improvement.

---

## Experience

### Sales Assistant | Golf Lab | 10/2025 - Current

- Assisted customers in selecting products, offering detailed advice to meet their needs.
- Kept shelves neat, clean and organised through visual merchandising.
- Handled customer enquiries, providing prompt responses to questions about products and services.
- Processed sales transactions efficiently, handling cash, credit, and debit payments accurately.
- Delivered exceptional customer service, resolving issues to ensure customer loyalty and repeat business.
- Maintained a tidy and safe shopping environment, following health and safety guidelines.
- Handled customer returns, refunds and exchanges at customer service desk.
- Shared new products and promotions with customer to encourage sales.
- Advised customers on product range, price, delivery, warranties and product use.
- Organised stock room, ensuring easy access to products and efficient inventory management.
- Maintained an up-to-date knowledge of product features, benefits, and availability.
- Assisted customers in custom fittings using the GCQuad launch monitor.
- Adjusted lie angles, loft degrees, and shortened shafts on golf clubs.
- Built displays of items for special promotions and updated signs with correct pricing.

### Car Sales Executive | Evan's Halshaw | 03/2025 - 09/2025

- Managed customer relationships through consultative sales techniques to attain individual sales goals.
- Achieved company targets by implementing successful sales strategies.
- Resolved customer issues and complaints with quick-thinking problem-solving.
- Built exceptional customer satisfaction by delivering friendly service.
- Provided accurate quotes and price information to inform customer decision-making.
- Customised service offerings to accommodate consumer needs.
- Showcased product features and benefits to drive sales.
- Adapted sales techniques and approaches in response to market changes and competitive pressures.
- Guided clients through the buying process, from initial inquiry to closing the sale, ensuring a smooth and positive experience.
- Listened intently to customers to identify upselling opportunities.
- Overcame customer objections to maximise conversions.

### Car Sales Executive | Belmont Group | 11/2024 - 02/2025

- Demonstrated comprehensive knowledge of car models, features, and specifications to advise customers effectively.
- Kept and used customers' lists for communicating business opportunities on company offerings.
- Developed and maintained strong relationships with customers, resulting in increased repeat and referral business.
- Maintained an up-to-date understanding of automotive technology advancements, sharing insights with customers.
- Maintained a pristine, well-organised showroom, ensuring vehicles were displayed to attract maximum interest.

- Promptly answered incoming calls politely and professionally, swiftly following up on enquiries and responding to customer requests.
- Organised and led engaging test drives, highlighting vehicle features and benefits tailored to customer interests.
- Handled customer objections with professionalism, converting potential lost sales into successful transactions.
- Negotiated sales deals with precision, securing profitable outcomes for the dealership whilst meeting customer budgets.
- Facilitated smooth handovers of vehicles to customers, ensuring all paperwork and pre-delivery requirements were met.
- Identified customers' needs, recognised purchasing potential and closed deals without aggressiveness.
- Managed the entire sales process from initial enquiry through to post-sale follow-up, ensuring a seamless experience.
- Determined vehicles' values and negotiated car prices and trade-ins, enabling clients to exchange old cars for new vehicles.
- Clarified visitors' questions about cars, financing and purchase process, utilising sales skills to close potential purchases.
- Crafted and implemented strategies for increasing sales efficiency and boosting revenue.
- Provided expert advice on vehicle maintenance and warranty services, fostering trust and long-term customer loyalty.

#### **Delivery Driver/Kitchen Staff** | Brunch - Edinburgh | 04/2023 - 10/2024

- Ensure correct orders are collected from restaurant upon arrival to minimise customer dissatisfaction.
- Reported feedback to Manager to facilitate process and service improvements.
- Deliver an average of 5+ orders per hour.
- Maintain safe driving record by observing all road rules, remaining cautious and alert in unfamiliar areas and keeping control of vehicle at all times.
- Communicating with customers through out deliveries and maintaining a professional manner at all times.
- Maintained excellent customer satisfaction by delivering attentive, helpful and friendly service.
- Maintained thorough understanding of food health and hygiene standards for continued safety compliance.
- Carried and served numerous customer orders with care, speeding up service for improved efficiency at peak times.
- Prepared food efficiently with meticulous attention to detail, making sure customers received accurate orders.
- Used outstanding communication skills to build positive rapport with customers, enhancing positive café experiences.
- Delivered friendly and fast service to process high-volume food and drink orders at peak times.
- Retained knowledge of current menu selections for accurate, reliable customer guidance.
- Hand-washed dishes and glassware.

#### **Sales Assistant** | American Golf | 12/2022 - 03/2023

- Provided helpful, attentive sales support to generate positive customer feedback.
- Explained products' benefits and value, engaging customers in new stock to drive sales.
- Maintained, clean, presentable and stunning product displays by conducting routine visual merchandising tasks and deep cleans.
- Went extra mile to locate merchandise for customers by researching and calling associated retail branches.
- Processed cash and card payments during busy shopping periods to minimise customer waiting times.
- Showcased product features and benefits to drive sales.
- Opened new merchandise boxes and stocked sales floor racks and shelves with latest items.
- Received and inspected incoming shipments, recording inventory transactions with scanners to maintain accurate records.
- Performed closing duties such as cleaning windows and floors, securing shop premises and cashing-up tills.
- Processed orders for customers after payments and kept them informed of any delays.
- Kept shop floor environments spotlessly clean, tidy and orderly, maintaining first-class brand image.
- Approached clients regularly to offer them expert product knowledge assistance.
- Informed the manager of any product faults discovered.
- Used outstanding communication and cooperation skills to build productive, profitable customer relationships.
- Provided faultless customer care from initial greeting to purchase completion.
- Went through thorough training to take customers for custom club fittings with the use of the indoor simulator.
- Managed both one-to-one sessions in the fitting bay.

**Car Sales Executive** | Park's Motor Group | 08/2022 - 11/2022

- Clarified visitors' questions about cars, financing and purchase process, utilising sales skills to close potential purchases.
- Organised and carried out professional and extensive car demonstrations and test drives, observing safety throughout processes.
- Crafted and implemented strategies for increasing sales efficiency.
- Matched relevant products to customer needs by skilfully presenting applicable features and product benefits, amplifying sales.
- Inspected automobile inventory for faults and reported identified problems to relevant department.
- Answered incoming calls politely and professionally, following up on enquiries and responding to customer requests.
- Collected customers' licenses and documentation for security before going on test drives with them.
- Negotiated closures by successfully overcoming customer objections through skilful sales techniques and extensive product knowledge.
- Kept and used customers' lists for communicating business opportunities on company offerings.

**Car Sales Executive** | Peter Vardy | 01/2022 - 08/2022

- Negotiated closures by successfully overcoming customer objections through skilful sales techniques and extensive product knowledge.
- Handled customer objections with professionalism, converting potential lost sales into successful transactions.
- Advised customers on product range, price, delivery, warranties and product use.
- Answered incoming calls politely and professionally, following up on enquiries and responding to customer requests.
- Identified customers' needs, recognised purchasing potential and closed deals without aggressiveness.
- Negotiated sales deals with precision, securing profitable outcomes for the dealership whilst meeting customer budgets.
- Demonstrated products to customers to show features and promote items.
- Met sales targets through proactive promotion and excellent customer service.
- Facilitated smooth handovers of vehicles to customers, ensuring all paperwork and pre-delivery requirements were met.
- Gathered and acted upon customer feedback to improve service delivery and increase customer satisfaction scores.
- Developed and maintained strong relationships with customers, resulting in increased repeat and referral business.
- Maintained an up-to-date understanding of automotive technology advancements, sharing insights with customers.
- Maintained a pristine, well-organised showroom, ensuring vehicles were displayed to attract maximum interest.
- Managed the entire sales process from initial enquiry through to post-sale follow-up, ensuring a seamless experience.

**Customer Service Manager** | Ladbrokes | 06/2021 - 12/2021

- Addressed and promptly followed up on employee queries, including schedules, complaints and concerns.
- Provided expertise on each product, including demonstrating features, answering questions and redirecting objections to highlight positive aspects.
- Taken and gave change, verified over £1000 of cash and credit payments daily, consistently maintaining accuracy and efficiency.
- Merchandised new stock to appeal to customers, grab attention and drive sales.
- Counted cash in register drawer to balance register at beginning and end of shift.
- Educated customers on new promotions to enhance sales.
- Constant public interaction with customers.
- Maintaining a clean and tidy shop floor.
- High level of problem solving.

**Hire Car Driver** | Thrifty Car and Van Rental | 06/2019 - 05/2021

- Driven, delivered and collected cars around the United Kingdom.
- Cleaned and sanitised car interiors ahead of delivery to customers.
- Confidently driven a high variety of different vehicles, including manual, automatic and electric.

- Followed basic instructions to manoeuvre vehicles correctly and meet expected parking standards.
- Thoroughly inspected vehicles prior to driving to ensure safety and road worthiness.
- Inspected cars for any bodywork and alloy/tire damage before delivery of vehicles and during collections from customers.
- Offered constant client discretion in line with GDPR policies, maintaining excellent levels of customer trust.
- Following the Highway Code at all times while driving vehicles.
- Constant communication with the public.
- Driving colleagues to and from deliveries and collections.
- Filling out driver logs and movements.
- Uploading all vehicle checks to ATLAS.

**Painter and Decorator** | Connor Scott Painting & Decorating - Edinburgh | 08/2016 - 05/2019

- Carried out painting and decorating work on properties to exceptional standards.
- Accomplished repairs and renovations.
- Obtained correct dimensions and specifications by properly measuring areas.
- Prepared trim, walls and ceilings for painting by cleaning, smoothing and priming.
- Applied putty, wood filler and caulks to prep uneven surfaces and fill in holes.
- Climbed scaffoldings, staging, ladders and planks to reach work area surfaces and observed safety protocols to prevent falls.
- Worked a flexible schedule, including some holidays and weekends, depending on the shifting needs of each project.
- Mixed and matched paints according to customer specifications.
- Taped around windows and fixtures prior to painting walls.
- Prepared surfaces and surrounding areas for painting using sandpaper, tape and other materials.
- Cleaned and properly stored all equipment and supplies at the end of each workday and removed trash and debris from work areas.
- Valued for being extremely detail oriented.
- Protected all surfaces from damage and spills by using drop cloths prior to and during painting.
- Painted surfaces using brushes, spray guns and paint rollers.

---

**Education**

Plymouth Marjon University | Plymouth | 2029

**Foundation Degree in Arts:** International Golf Management

Musselburgh Grammar School | East Lothian | 2016

**National 5**

- English
- Administration
- Business Education
- Practical Woodwork

**National 4**

- Mathematics

---

**Skills**

- |  |   |
|--|---|
| <ul style="list-style-type: none"> <li>• One-to-one care</li> <li>• Courteous and polite demeanour</li> <li>• Strategic planning</li> <li>• Customer focused</li> <li>• Time management</li> <li>• Leadership</li> <li>• Communication skills</li> <li>• Problem-solving</li> <li>• Strong attention to detail</li> <li>• Determination</li> </ul> | <ul style="list-style-type: none"> <li>• Self discipline</li> <li>• Flexibility</li> <li>• Negotiation</li> <li>• Decision making</li> <li>• Patience</li> <li>• Creativity</li> <li>• Active listening</li> <li>• Critical thinking</li> <li>• Organisation</li> <li>• Responsibility</li> </ul> |
|--|---|

- Punctual and reliable
- Team building
- Easily coachable
- Quick learner
- Full UK driving license
- Marketing

- Administrative
- Safety conscious
- Vehicle maintenance
- Custom fitting
- Golf club customisation

---

## Hobbies

---

- Competitive Golf (University team captain, aspiring professional)
- Gym & Strength Training
- Running & General Fitness
- Football
- Personal Development & Goal Setting
- Outdoor Activities & Travel

---

## Certifications

---

- SAF Expert
- Automotive Compliance
- Business Development Level 7 Diploma
- Cancer Research - The Great Golf Challenge - 72 Holes in 1 day