

Effah Tyke - Sales Consultant



Professional Profile

Dynamic and results-driven Sales Consultant with over 17 years of experience in sales. Possesses a comprehensive understanding of market dynamics with proven skill in developing and implementing innovative sales strategies to meet and exceed targets. Certified PSN with proven skill in driving revenue growth and acquiring new business.

Career Summary

Feb 2015 - Present Nexus Solutions, New York City, NY
Sales Consultant

Outline

Drive sales growth and develop strategic partnerships for a leading technology solutions provider based in New York City, working with clients to identify their unique business needs and create comprehensive, individualized solutions.

Key Responsibilities

- Conduct in-depth consultations to understand client's individual needs
- Collaborate with cross-functional teams to ensure seamless implementation of solutions and timely delivery of services
- Monitor market trends and competitor activities to identify new business opportunities
- Work closely with the marketing team to develop effective sales collateral, promotional materials, and targeted campaigns
- Train and mentor new sales team members, imparting product knowledge, sales techniques, and best practices
- Represent the company at industry conferences and trade shows
- Build relationships with potential clients, industry influencers, and key stakeholders to generate new business leads
- Utilize CRM software to manage and track sales activities, customer interactions, and pipeline progress
- Generate regular reports on sales performance, revenue forecasts, and key metrics to provide insights data-driven growth insights

Key Achievements

- Secured a key account with a Fortune 500 company in 2018, generating \$1.2 million in annual recurring revenue.
- Implemented a client referral program, resulting in a 20% increase in new client acquisitions.

Mar 2009 - Feb 2015 Basket.com, New York City, NY
Sales Executive

Outline

Secured new commercial clients for a fast-growing tech start up based in New York City, pitching their market-leading ecommerce software to retail companies across the United States and Latin America.

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📍 New York City, NY

🔗 LinkedIn

🔗 Portfolio

Core Skills

- Market Analysis
- Sales Pipelines
- Mentorship & Training
- Sales Strategy Development
- Revenue Growth
- Certified PSN
- Account Management