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CAREER PROFILE

SUMMARY <https://www.youtube.com/watch?v=-XLXAOKSsfA>

A highly knowledgeable and target-oriented individual with a successful sales record. I am highly competent in building and maintaining a loyal client base through strong relationship-building capacity with excellence at devising strategies for increased sales. My goal is to secure a position in a fast paced environment with a view to further leverage my expertise acquired through the years to contribute to the profitable growth of the organization.

EDUCATION AND PROFESSIONAL QUALIFICATIONS

- Kenya Certificate of Secondary Education-Baraka Oontoyie Secondary.

KEY SKILLS AND COMPETENCIES ACQUIRED

- Business development: Capacity to identify business opportunities by introducing company products, thereby increasing the revenue opportunity within each customer's business portfolio.
- Marketing skills: Excellent marketing experience with an expertise in monitoring & analyzing competition in terms of promos, rate of sale, route to market and driving brand building activities and positively influence sales.
- Sales Management: Experienced in developing area sales plan, which includes sales goals for team, accomplishing set area sales targets, preparing & executing annual sales forecasts in line with company growth strategy.
- Strategic Management: Adept with the systematic process of creating plans to be executed whilst mobilizing resources to achieve the desired organizational objectives and revenue goals.

- Client Relations: Experienced in actively engaging with clients by gaining a strong knowledge, understand clients' brand and products and ensuring their satisfaction is guaranteed.
- Communication and interpersonal skills: I have learned how to relate with people, maintaining good and professional relationships with my colleagues and interacting with suppliers to reach an agreement.
- ICT competence: Working knowledge of MS suite, internet and emails.

WORK HISTORY

Sales promoter;Center stage
agencies April-May 2018

Sales promoter;Topline agencies
April 2019

Duties and Responsibilities

- Planning and delivering monthly, weekly and daily sales targets.
 - Managing route plans and customer calls by ensuring market coverage within plan.
 - Delivering customer service through relationship management and ensuring that customer claims are settled in the shortest time possible.
 - Collecting and collating market intelligence/research on competitor activities and other market trends for competitive advantage.
 - Identifying opportunities and negotiating for incremental business.
 - Coordinating collection of sales proceeds within the approved terms of trade.
 - Determining & coordinating territory reporting and communication requirements.
 - Coordinating implementation of merchandising and promotional activities.
- SALES PROMOTER EXCEL COMPANY NAIROBI;APRIL TO MAY 2018
SALES PROMOTER TOPLINE COMPANY NAIROBI;APRIL 2019 Duties
and Responsibilities

- Executed marketing activities-promotions.
- Expanded and facilitated management of new and existing customers.
- Met and exceeded set objectives and targets-sales and marketing growth.
- Maintained and developed relationships with existing customers in person and via verbal communication.
- Monitored market trends and presented them to the team on a weekly basis.

Key

Achievements

- Improved product movement at the outlet
- Converted consumers from other similar products

REFEREE
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