

KAYLA DE JAGER

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SKILLS

CRM Management

MS Excel

MS Office

Salesforce

Sales Prospecting & Lead Generation

Negotiation & Closing

Product Knowledge

Time Management & Organization

Customer-Centric Mindset

Adaptability & Resilience

LANGUAGES

Afrikaans

English

PROFILE

With 12 years of sales experience, I have developed a wide range of valuable skills that have allowed me to excel in various roles. I have collaborated with key stakeholders on projects aimed at optimizing sales processes and implementing new strategies. Additionally, my leadership roles have enabled me to drive increased productivity within teams, further enhancing overall organizational success.

EDUCATION

Matric Present
Eagle Crescent Academy (Cambridge International British Council Education), Cape Town

EMPLOYMENT

Account Executive Sep 2023 - Present
Maple, Delaware USA - Remote

As an Account Executive at Maple, I am responsible for driving growth within the healthcare sector, specifically focusing on skilled nursing and long-term care (LTC) facilities. I engage with C-suite executives and decision-makers, building strong relationships to understand their operational challenges and providing tailored solutions through Maple's workforce management platform. My role involves:

- **Lead Generation & Prospecting:** Identifying and qualifying new business opportunities through cold outreach, networking, and referrals.
- **Consultative Sales Approach:** Conducting deep-dive discovery calls to uncover client pain points, specifically around payroll, scheduling, and time and attendance. Presenting Maple as a comprehensive solution that streamlines workforce management and reduces operational inefficiencies.
- **Product Demos:** Leading product demonstrations to showcase the platform's capabilities and addressing the specific needs of prospective clients.
- **Stakeholder Engagement:** Collaborating with cross-functional teams and stakeholders, including HR directors, administrators, and regional directors, to drive adoption of Maple's platform.

HOBBIES

- Reading
- Short Courses
- Fitness or Outdoor Activities
- Volunteering

- **Client Relationship Management:** Managing the full sales cycle from initial outreach to contract negotiation and closing. Providing ongoing account management to ensure client satisfaction and retention.
- **Market Analysis:** Staying current on industry trends in long-term care, understanding competitive landscapes, and adjusting sales strategies to meet the evolving needs of the market.

Account Executive

Jul 2023 – Sep 2023

Clipboard Health, USA

Achieve weekly and daily targets as set by management. Training SDRs, Roleplay training, Call listening and feedback. AE Interviewing and advancing candidates that meet company standards. Set Targets 80 – 100 calls daily. 250 – 300 emails Account prospecting and information gathering Full cycle sales – Prospect to closed won Consistently meeting monthly Quota. Provide daily, weekly and monthly reports to Manager. ·Lead generation (Through Cold Calling and self-sourcing) Closing corporate accounts

Sales Development Representative

May 2022 – Jul 2023

Clipboard Health, USA

Achieve weekly and daily targets as set by management. Training SDRs, Roleplay training, Call listening and feedback. SDR Interviewing and advancing candidates that meet company standards. Ensure that management's instructions are effectively carried out and implemented within the team. Set Targets 80 – 100 calls daily. Account prospecting and information gathering Full cycle sales Maintain and improve productivity and performance of the SDR team. Consistently meeting monthly Quota. Provide daily, weekly and monthly reports to Manager. ·Lead generation (Through Cold Calling and self-sourcing)

Sales Manager

Jan 2022 – May 2022

The SOOQ, Pietermaritzburg

Achieve weekly and daily targets as set by Directors. Ensure that management's instructions are effectively carried out. Contact and sign up of new suppliers throughout South Africa.

Maintain productivity of the online store as well as corporate clientele. Provide weekly reporting of Online and Corporate sales. Meeting weekly with Corporate Clientele to assess and execute various needs of the customer. Quoting Customers and creating individual proposals for client needs Time management on orders placed. Logistics management of all orders online and corporate orders. Communicating with client daily for the generation of sales.

National Sales Development Representative

Mar 2018 – May 2022

Specifying Dynamics, Cape Town

Maintain weekly targets set by Directors. Training of new staff members in sales/ tele sales. Maintain the data base and client information. Maintain productivity stats and performance. Source new companies for potential clients. Lead generation Quoting Customers Management of Directors diaries and Daily Activity. Contacting Prospective Clients on social media i.e. LinkedIn and other marketing tools i.e., e-mails, website, cold calling.

Business Generator

Jan 2016 – Jun 2017

First Technology Pty Ltd, Cape Town

Achieve weekly and daily targets as set by management. Ensure that management's instructions are effectively carried out. Set Targets 5 apps per day /100 Calls per day. Maintain and improve my productivity and performance. Maintain productivity stats and performance. Provide daily, weekly and monthly reports to Manager. Lead generation (Through Cold Calling)

Call Center Manager

Jan 2013 – Nov 2015

Itec, Cape Town, Cape Town

Managed a team of 10 Call Centre Agents. Identified staff vacancies, recruited, trained, coached and mentored staff, to ensure successful business practices. Conducted new employee orientation to foster positive attitude towards organizational objectives. Handled understaffing, disputes, terminating employees and administering disciplinary procedures. Co-ordinating work activities of staff relating to employment, labor relations and employee relations. Prepare monthly and weekly Key Performance Indicators for individual Call center agents. Attended weekly Management meetings. Monitored the daily activities of ten team members. Developed, implemented and monitored programs to maximize customer satisfaction and manage onsite customer service representative. Assume ownership over team productivity and manage workflow to meet or exceed quality service goals. Facilitate inter-departmental communication to effectively

provide customer support. Improved service quality and increase sales by developing a strong knowledge of company's products and services. Addressed negative customer feedback immediately. Identified individual development needs with appropriate training. Effectively communicated with team members to maintain clearly defined expectations. Managed, motivated a compliment of ten call center staff to achieve targets and excellent client services.