

Godfrey Chinedu Egwuagu

No 7 Oluwanishola Street, konifewo quarters, Sango-Ota, Ogun State.

Cell: 08035681424

kinedu2011@gmail.com

Professional Summary: Passionate And Motivated Sales Manager skilled in leading teams to set record-high sales figures, expand existing territories and develop new accounts.

Skills

- Positive and upbeat
- Strong interpersonal skills
- Decisive
- Extensive personal network
- Field sales force management
- Product Distribution
- Channel Management
- Territory Sales Management
- Business plan development & writing
- Microsoft office packages(Word ,Excel &PowerPoint)

Work History

Area Manager August 2009 to May 2016

Coverage: Anambra, Enugu, Ebonyi and Benue states. **Depots:** Onitsha, Enugu & Makurdi

BLUE ARROW TSW LIMITED - Land mark Building, Lekki - Ajah Expressway, Lekki Lagos state

Total depot management with key activities revolving around the following;

Distribution and Sales:

Field sales force management of wholesale, key account and Horeca executives as well as Van, motor bike and Tricycle reps.

Determined and allocated sales targets as well as drove sales to meet and exceed set targets within budgetary constraints in addition to tracking performance and developing appropriate measures and strategies to meet and exceed sales targets

Channels development: Key Accounts, Wholesale, Horeca, Direct retail sales.

Appointed and Developed key distributors and modern trade outlets (key accounts & Horeca) and applied a standard route distribution system (RDS) for effective and efficient coverage and management in my territory

Deployed 0 based configuration system to generate a systematic route distribution system for effective and efficient daily and weekly coverage of retail outlets for vans motorbikes and tricycles sales.

Marketing: Promotions, Business Development: New Outlets; Strategy formulation and implementation. Wholesale Trade Loyalty Program;

Surveys: Market pricing, availability and competitor activities as well as product adulteration and parallel product activities

Administrative: Recruitment and training as well as on-the job training.

Logistics: Product requisition, reception, storage and redistribution

Security & Finance: Wholesalers and Sales Reps sales cash proceeds and Bank Deposits. Key accounts Credit limits and payments.

Products / Brands

Alcoholic beverages:

Spirits Whisky William Grants group (Grants & Glenfiiddich).United distilleries (Royal challenge& DSP Black), Cognac; Courvoisier, Brandy; (3barrel). Bourbon; (Jim Beam), RUM; Old Cask & Elliot).

Wines: Gallo group (Andre, Callo Rossi and Night train).

Non Alcoholic:

Energy Drink; Red bull

Tea; Tetley

Confectioneries:

Chewing Gum; Wrigley Orbit, Double mint& PK

Chocolate; Mars, Snickers, Bounty and Twix. Arcor Bon o Bon

Biscuits; Walkers & Merber

Dairy Pascual & DANONE Yoghurt

Bakery Lessaffre Saf Instant yeast and Dynamil Improver

Olive Oil & Mayonnaise

Cosmetics; Venus

Regional Training Manager December 2003 to June 2005

Coverage: , Ogun, Osun, Ekiti, Edo and kwara states

Great Brands Nigeria Limited - Land Mark Building, Lekki- Ajah Express Way, Lagos State.

Admin and Training

- Operated across internal business functions.
- Trained people on advanced technology and equipment.
- Consulted with the company's various departments to ensure optimization of training effectiveness.
- Coached people on the job
- Designed and developed training program and delivery.
- Assessed and evaluated training

Business Development Manager December 2000 to November 2002

Coverage: Abuja, Plateau and Nasarawa states

National Sports Lottery Limited - Victoria Island Lagos

Distribution and sales:

- Field sales force management:
- Determined and allocated sales target to sales reps, vendors/agents, resellers and distributors.
- Drove and managed sales in-order to achieve set targets,
- Recruitment and training of sales reps, vendors/agents as well as distributors, resellers and retailers

Channel development:

- Monitored market communication
- Developed promotion strategy

- Implemented and monitored channel policy;
- Developed and applied branding strategy (merchandising);

Gathered and analyzed market information and consumer perception;

Products / Brands

Weekly drawn National Sports Lottery Tickets.

Area/Route Manager May 1995 to December 2000

Coverage: Lagos state

Nigerian Bottling Company PLC- NBC House, Oyingbo, Lagos state

Distribution and sales:

- Field sales force management:
- Determined and allocated sales target to routes;
- Tracked performance;
- Planned and forecasted territory sales as well as actions to meet set targets.
- Grew outlet base and ensured effective customer care.

Channel Development:

- Evaluated and determined potentials of territory.
- Systematic Route coverage arrangement for effective and efficient territorial coverage.
- Conducted competitive market research
- Promotions

Brands /Product:

Coca-Cola: Coke, Fanta, Sprite & Eva table water

Training Seminars/Workshops Courses Attended

- Business Development Workshop . Idea-to-Enterprise National Entrepreneurship Competition
Protea Hotel Nike Lake Resort Enugu (August 2004)
- 22nd African Cup of Nations (Ghana-Nigeria 2000). Marketing Impact team Programme
- 10th FIFA World Youth Championship (Nigeria '99) Market Impact Team 1999
- Supervising Route Distribution Effectiveness. NBC PLC, Training School, Ikeja Plant, Ikeja. 1997

AWARDS

WON 2004 Idea-to-Enterprise National Entrepreneurship Competition held at the venture fair in Enugu December 3rd 2004

Education

Bachelor of Science: (Second Class Upper Division) Botany1989University Of Ibadan - Ibadan

Additional Information

Computer: Microsoft Office

Languages: English, Igbo and Yoruba

Driving: Ability to drive vehicles with current driving license