

# Patience Makhananisa

Sales Consultant | Customer Acquisition | Brand Promotion

Johannesburg, South Africa

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## Professional Summary

Results-driven sales professional with hands-on experience in direct sales, customer engagement, and brand promotion. Skilled in building rapport, identifying customer needs, and closing sales in fast-paced environments. Known for strong communication, resilience, and consistently meeting daily and weekly targets.

## Core Sales Skills

- Direct Sales & Promotions
- Lead Generation
- Product Presentation
- Target-Driven Selling
- Brand Representation
- Customer Acquisition
- Face-to-Face Sales
- Objection Handling
- Customer Relationship Building
- Basic Reporting & Sales Tracking

## Sales Experience

### Sales Consultant

TK Marketings | Johannesburg

- Promoted products and services through direct, face-to-face sales
- Engaged potential customers to identify needs and recommend solutions
- Consistently worked toward daily and weekly sales targets
- Built strong customer relationships to encourage repeat interest
- Represented client brands professionally in high-traffic locations
- Maintained accurate records of customer interactions and sales activity

## Certificates

- Microsoft Excel - EduCourse
- Intro to Working in Sales - Alison
- Complete intro to digital marketing - Cursa
- Communicating with Confidence - LinkedIn Learning
- Outlook Quick Tips - LinkedIn Learning

## Key Achievements

- Successfully converted customer interactions into confirmed sales
- Demonstrated strong resilience in a high-pressure, target-based environment

- Recognised for professionalism and communication skills

## **Additional Skills**

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- Clear verbal communication
- Confidence and persuasion
- Time management
- Adaptability and fast learning