

REYNDERS BROUGH

Sales Manager

CURRICULUM VITAE

Platinum Publishers (Pty) Ltd
+27 81 437 5640

reynders@platinumweekly.co.za



PROFILE



SKILLS



I always look for a positive outcome for any given situation. I believe in setting goals and getting everyone involved in a goal on the same page.

My career path has always led me to a challenge, which through planning, hard work and a great team would result in experience and a good income for me and a high return on investment for my employer.

I have developed my sales skills to work equally well with large companies and agencies as well as with general members of the public. I am competitive and unapologetic when it comes to completing the task assigned to me.

WORK EXPERIENCE



SALES MANAGER

2017 – PRESENT (2019)

PLATINUM PUBLISHERS

Responsibilities:

Being the sales manager of a publishing company, which owns two newspapers, is both a demanding and rewarding job.

I manage a team of 7 sales staff for two community newspapers where the entire newspaper revenue is based on advertising income. The Platinum Weekly newspaper (based in Rustenburg, North West Province, South Africa) and the Platinum Bushvelder (based in Thabazimbi, Limpopo Province, South Africa).

Under my supervision the company has become more profitable, retaining its clients and sales staff.

As sales manager I am also involved in the design of our client management systems, allowing Platinum Publishers to anticipate advertisers' needs and more efficiently and cost effectively book the required advertising space both in the printed newspaper and online version to guarantee the best advertising exposure. I also handle most of the corporate sales for products not involving the newspapers – myself.

Website:

www.platinumweekly.co.za
www.platinumbushvelder.co.za

- I am responsible for all sales staff, as such I am responsible to ensure that they represent the company positively both electronically and when they are out in the field.
- I oversee the sales staff's daily admin and randomly visit their clients to ensure customer satisfaction. I also deal with any dissatisfied customers in order to ensure client retention.
- I set sales targets for staff and assist them to reach those targets. I oversee training and re-training of new and existing sales representatives. I mentor junior sales staff with sales training in order to improve the percentage of closed deals.
- I do cost analysis to adjust advertising rates for large clients, and negotiate rates and additional discounts for important clients.
- I still do my own sales as I believe that you should always lead by example (top sales for 2017 & 2018).
- I also fill in for the editorial team whenever they are short staffed, both as journalist and proofreader.

PERSONAL INFO



LAST NAME: Brough

FIRST NAMES: Hendrik Reynders

NATIONALITY: South African Citizen

ADDRESS: 41 B Brink Street, Rustenburg, North West Province, South Africa, 0299

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ID: 8207085047085

AGE: 36

DATE OF BIRTH: 8 JULY 1982

MARITAL STATUS: Married

SPOUSE: Myrtle Brough

DRIVERS LICENSE: COBE B

HOBBIES



Cycling (road)

Unity development (game development)

Reading

Woodwork

Gardening

... and some more cycling

SALES REPRESENTATIVE

2013 – 2017

PLATINUM PUBLISHERS

As sales representative my first duty was to ensure that I reach weekly sales targets by selling advertising space.

Skills developed and responsibilities:

- Cold canvassing new potential clients and developing the business relationship with existing clients.
- Meeting with clients – personally, via telephone or electronic medium.
- Calculating costs of advertising and advising client on potential cost saving (by example, if a client booked more adverts per year the cost per advert would decrease).
- Developing and improving client relationships with advertising agencies, government advertisers as well as small and medium sized enterprises.
- Closing sales and completing all necessary order forms and required documents.
- Advising clients on advertising campaigns and layout in order to maximize cost efficiency and exposure.
- Debt Collection.
- Assist accounts with debt collection.
- Developing advertorials for advertisers.
- Covering advertisers' events and social engagements.
- Networking.

SELF EMPLOYED

2010 – 2013

PROPERTY DEVELOPER

I purchased several properties, repaired them and rented them out to tenants.

Skills developed during this period:

- Negotiation skills.
- Construction work (including wet work, plumbing and basic electrical wiring).
- Painting.
- General building maintenance.
- Arbitration with local housing committee.
- Debt collection.
- Eviction procedures.
- Networking.

I also served on the local homeowner's associations board and as such represented the community at municipal level (2010- 2013).

APBCO

2003 – 2005

SHORT TERM INSURANCE BROKER

Skills developed during this period:

- Quantity surveying.
- Canvassing for new clients.
- Client retention.
- Adjusting insurance policies as clients need changes.
- Cover calculation.
- Policy wording.
- Property estimation.
- General sales techniques.

O'KEEFFE & SWARTZ (UNITED KINGDOM)

2003 – 2004

SALES REPRESENTATIVE

Outbound insurance sales for blue-chip financial companies such as American Express and Loydds TSB.

Skills developed during this period:

- General sales techniques.
- Cold canvassing.
- Tele sales.
- Communication.
- Closing techniques.
- Administration.

PHOKENG FINANCIAL SERVICES

1998 - 2002 (*DURING SCHOOL HOLIDAYS AND ON WEEKENDS)

CASHIER

Skills Developed during this period:

- Cash register.
- Day-end cash-ups.
- Month-end cash-ups.
- Loan application completion.
- Vetting potential borrowers.
- Debt collection.

EDUCATION



UNIVERSITY OF PRETORIA

2001 - 2003

BERGSIG HIGH SCHOOL

2000

BACHELORS IN BUSINESS MANAGEMENT

*incomplete

GRADUATED FROM BERGSIG HIGH SCHOOL

Subjects:

- English
 - » Literature
 - » Comprehension
 - » Writing
- Science
 - » Physics
 - » Chemistry
- Mathematics
 - » Algebra
 - » Trigonometry
 - » Calculus
- Art
 - » Art History
 - » Art Theory
 - » Art Practical
- Afrikaans (language)
- Computer Science
 - » Computing Theory
 - » Pascal Programming

REFERENCES



PLATINUM PUBLISHERS (PTY) LTD

Len Lombard
Managing Director
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PHOKENG FINANCIAL SERVICES

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DE BROUGH ESTATES

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I LOOK FORWARD TO HEARING FROM YOU.