

Taurai Mushove
Financial Sales Specialist (BA)

Award winning Financial Sales and Marketing Professional recognized for achieving top sales and best customer service in various organizations with more than 13 years' work experience.

Contact Information

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Education & Professional Certifications

- **Bachelor of Arts in Marketing Management**
[Edinburgh Napier University – UK](#) (2021)
- **Advanced Professional Certificate in Investment Analysis**
[Metropolitan School of Business and Management – UK](#) (2022)
- **Certificate in Fintech Foundations & Cryptocurrencies**
[Udemy Online Education](#) (2020)
- **Certificate in Compliance (Managing Sanctions Risk)**
[Alliance Manchester Business School – UK](#) (2017)
- **Diploma in Marketing**
[Academy of York Business College – SA](#) (2010)

Key Achievements

- **HSBC:** Increased sales conversions of wealth, mortgage and vehicle finance products for the department in Q4 2017 & Q1 2018 from 5% to 30%
- **HSBC:** RBWM Global Award for Best Customer Service after retaining a customer in Q1 2017
- **HSBC:** Best Sales Quality Award in January 2017
- **HSBC:** Optimized daily sales report sheet used by the department and making MI reporting accurate in Q4 2016
- **The First Group Property Developers:** Top Client Services Award for best performance in Q2 2012

Professional Experience

Company: [nfinitiv Venture Capital & Advisory](#), Luxembourg
Position: [Start-up Advisor](#) (Remote Role)
Duration: Nov 2021 to date (3 months)

Responsibilities

- **Lead Management:** Managing, nurturing and converting inbound leads into sales opportunities
- **Lead Generation:** Identifying strong potential prospects using initiative and creativity, to generate outbound lead opportunities
- **Account Management:** Interacting with C-Level to understand their business stage, present solutions, work to negotiate and close deals
- **Pipeline Management:** Assessing and analysing prospects' current process and requirements thereby managing sales throughout the sales cycle
- **Product Selling:** Providing engaging information and articulating nfinitiv Pitch Deck Analysis's value proposition to potential clients
- **Report Writing:** Maintaining well-organized, up-to-date, and accurate sales information and activity reports in the CRM system

- **Business Development:** Confidently participating in the preparation of proposals and the presentation of professional product demonstrations, via webinars and face to face meetings

Company: HSBC Bank, Dubai, UAE

Position: Outbound Sales Officer (Wealth, Mortgages & Auto Loans)

Duration: Mar 2017 to Oct 2021 (4 years 7 months)

Responsibilities

- **Lead Generation:** Prospecting potential customers by conducting outbound calls to qualify and generate leads for sales fulfilment team
- **Product Selling:** Promoting and selling the bank's products (Wealth, Mortgages & Auto Loans Products) via phone and email to prospects and customers resulting in generation of new leads
- **Market Research:** Conducting market research to identify and prospect new customers
- **Sales Targets:** Meeting weekly, monthly and quarterly productivity targets by attending to numerous inbound and outbound calls
- **CRM:** Initiating applications for prospective and existing customers through various HSBC CRM Platforms
- **Analytical Skills:** Analysing digital leads data to provide insights and recommendations to increase sales conversion ratios
- **Team Collaboration:** Working closely with Team Leaders, Sales and Operations Teams to coordinate meetings, qualify prospects and drive opportunities
- **Report Writing:** Preparing Management Information (MI) reports for senior management
- **Relationship Management:** Establishing and maintaining strong relationships with customers to maintain healthy pipeline
- **Risk Mitigation:** Conducting Customer Due Diligence (CDD), Enhanced Due Diligence (EDD) and completing other Know Your Customer (KYC) forms on all new applications
- **Training and Sales Presentations:** Conducting training sessions on various digital engagement programmes
- **Customer Service/SLA:** Responding timely to customers' feedback, driving for service improvement and better customer experience
- **Risk Management:** Complying with the internal control standards, group compliance policy and external regulatory requirements

Company: HSBC Bank, Dubai, UAE

Position: Personal Banking Officer

Duration: June 2014 to Feb 2017 (2 years 8 months)

Responsibilities

- **Relationship Management:** Relationship building by meeting new and existing retail banking customers face to face as well as conducting outbound calls
- **Product Selling:** Selling HSBC retail banking products (Acquisitions, Revolving and Borrowing) to customers in assigned portfolio
- **CRM:** Fulfilling acquisitions and loan applications end to end through various HSBC CRM systems
- **Sales Targets:** Growing sales across core products year on year to meet sales targets
- **Market Research:** Conducting market research to stay updated on market trends to better meet customers' needs
- **Business Development:** Building and maintaining strong relationships with key personnel in HR and Finance departments from companies in assigned portfolio to get preference in obtaining business
- **Risk Mitigation:** Ability to engage with customers on subjects like Anti-Money Laundering and sanctions to safeguard the bank's interest
- **Risk Management:** Adhering to internal control standards, group compliance policy and external regulatory requirements

Company: **Al Masah International Real Estate**, Dubai, UAE

Position: **Account Executive**

Duration: Nov 2013 to Mar 2014 (5 months)

Responsibilities

- **Account Management:** Managing a portfolio of clients who invested in off-plan properties
- **Pipeline Management:** Contacting customers telephonically and via email in advance to ensure they do not miss their due instalments
- **Negotiation:** Negotiating with delinquent customers and offering alternative payment plans
- **Administration:** Preparing final notice letters to be issued to clients who fail to pay on time
- **CRM:** Maintaining customer records using Argo CRM

Company: **The First Group Property Developers**, Dubai, UAE

Position: **Account Executive**

Duration: Jan 2012 to Jul 2013 (1 year 7 months)

Responsibilities

- **Relationship Management:** Managing relations of HNW investors with property portfolios worth over USD 20 Million
- **Pipeline Management:** Ensuring clients pay their instalments in time by constantly reminding them via telephone and email
- **Targets:** Collection of payments to meet set targets
- **Contract Interpretation:** Interpreting Sales and Purchase Agreements' contractual terms to clients
- **Market Research:** Constant review of local and global financial markets to keep clients updated on their investments
- **CRM:** Updating customer details using Microsoft Dynamics CRM

Previous Experience

Company: **Altech Autopage Eastgate Branch**, Johannesburg, South Africa

Position: **Sales Executive**

Duration: Jun 2011 to Nov 2011 (6 months)

Company: **Postnet Eastgate Branch**, Johannesburg, South Africa

Position: **Sales Executive**

Duration: Feb 2008 to May 2011 (3 year 3 months)

Company: **CFI Holdings Ltd.** Harare, Zimbabwe

Position: **Costing Clerk**

Duration: Jan 2007 to Dec 2007 (1 year)

Key Skills

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|---------------------------|----------------------|---------------------------------|
| - Account Management | - Customer Service | - Negotiation |
| - Administration | - Lead Generation | - Pipeline Management |
| - Analytical Skills | - Customer Service | - Relationship Management |
| - Business Development | - Lead Generation | - Report Writing & Presentation |
| - Contract Interpretation | - Lead Management | - Risk Management |
| - CRM | - Marketing Research | - Sales & Targets |

References

Available upon request