

Brian Muganda

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Location: Woodley, Nairobi, Kenya

Professional Summary

Results-driven Sales Professional with 10+ years' experience in competitive markets, excelling in **territory management, customer acquisition, and market penetration**. Consistently exceeded sales targets (115–120%) through strong **selling, negotiation, and relationship-building skills**. Proven track record of **growing market share, ensuring product availability/visibility, and delivering excellent customer satisfaction**. Proficient in computer systems, CRM, and sales reporting. Currently transitioning into the FMCG sector to apply transferable skills in **distribution, retail execution, and outlet coverage** to drive SBC Kenya's growth.

Key Skills

- **Territory Sales Management:** Target Achievement (115-120% consistently), Revenue Growth, Market Share Expansion
- **Customer Acquisition & Retention:** New Business Development, Relationship Building, Customer Satisfaction Management
- **Market Intelligence & Reporting:** Competitor Analysis, Market Research, Sales Reporting, Strategic Feedback
- **Product Management:** Product Visibility, Availability Optimization, SKU Mix Advisory, Proper Product Placement
- **Communication & Negotiation:** Strong Selling Skills, Contract Negotiation, Interpersonal Communication
- **Technical Proficiency:** Computer Systems, CRM Management, Sales Pipeline Tracking, Microsoft Office Suite
- **Financial Management:** Cash Control Systems, Credit Management, Resource Utilization Tracking

Professional Experience

Territory Sales Representative

Middleton Communications - Authorized Airtel Partner

January 2023 – Present | Nairobi & Satellite Towns

- **Consistently exceed monthly and annual sales targets** by 115-120%, managing assigned territory across Nairobi and satellite towns
- **Grew market share** by identifying and converting **200+ new business opportunities** through strategic prospecting and relationship building
- **Ensure optimal product availability and visibility** across territory through systematic outlet coverage and strategic product placement
- **Maintain excellent customer relationships** providing consultative solutions and achieving high satisfaction ratings across corporate client portfolio
- **Prepare comprehensive sales reports** and provide regular market intelligence to inform strategic decision-making and territory planning
- **Monitor competitor activity** and deliver timely market feedback on pricing, promotions, and competitive positioning
- **Manage company resources efficiently** including territory budget allocation and promotional material utilization tracking

Territory Account Manager

Take Two Communication (Zuku Fiber Account)

March 2018 – January 2023 | Athi River, Syokimau, Kitengela

- **Achieved 19% market share growth** in assigned territory while reducing customer churn by 10% through strategic account management
- **Identified and converted new business opportunities** leading to measurable territory expansion and revenue growth
- **Ensured product availability and optimal placement** across territory outlets, maintaining high visibility standards
- **Built and maintained excellent customer relationships** with corporate decision-makers resulting in long-term partnerships and satisfaction
- **Prepared detailed sales reports** and provided market intelligence on competitor activities and customer feedback
- **Led and coached 10-person sales team** in territory coverage strategies and customer relationship management
- **Advised customers on optimal stocking levels** and product mix to maximize sales potential and inventory efficiency

Senior Territory Sales Executive

EliteDigital

May 2016 – July 2017 | Kampala, Uganda

- **Exceeded monthly and quarterly sales targets by 20%** through strategic territory management and customer acquisition
- **Grew market share significantly** by identifying and converting new business opportunities in assigned territory
- **Ensured optimal product placement and visibility** across outlets while maintaining excellent customer relationships
- **Prepared comprehensive sales reports** and provided detailed market intelligence on competitor activities and market trends
- **Closed landmark \$1M contract** demonstrating strong negotiation skills and ability to manage high-value opportunities
- **Secured strategic partnerships worth over 300M UGX** through relationship building and consultative selling approach

Territory Sales Team Leader

Vodafone Uganda

August 2014 – March 2016 | Kampala, Uganda

- **Led 6-person sales team to achieve 115% of monthly and annual targets** through strategic territory management and coaching
- **Expanded market share** in assigned territory through systematic outlet coverage and new business development
- **Ensured consistent product availability and visibility** across territory while maintaining high customer satisfaction standards
- **Prepared regular sales reports** and provided market intelligence to inform strategic planning and competitive responses
- **Managed territory resources efficiently** including budget allocation and promotional material distribution tracking
- **Secured major corporate accounts** through relationship building and consultative selling approach

Territory Sales Representative

Vodafone Uganda

January 2011 – July 2014 | Kampala, Uganda

- **Consistently exceeded monthly and annual sales targets** ranking in top 10% of sales performers company-wide
- **Identified and converted new business opportunities** through systematic territory prospecting and relationship building
- **Maintained excellent customer relationships** through consultative needs assessment and solution delivery
- **Ensured optimal product placement and availability** across assigned territory outlets
- **Prepared detailed sales reports** and provided market feedback on competitor activities and customer preferences
- **Collaborated with internal teams** to develop customized solutions and maintain high customer satisfaction levels

Education

Bachelor of International Business – Makerere University, Kampala, Uganda

Certifications & Training

- **Adobe Creative Cloud** – Adobe (2016)
- **AI Starter Kit Essentials** – ALX Africa (2025)

Key Achievements

- **Consistent Target Achievement:** Exceeded monthly and annual sales targets by 115-120% across multiple territories and markets
- **Market Share Growth:** Achieved 19% market share increase while maintaining high customer satisfaction and retention rates
- **Territory Management Excellence:** Successfully managed diverse territories across Kenya and Uganda with optimal outlet coverage
- **New Business Development:** Identified and converted 200+ new business opportunities resulting in sustained revenue growth
- **Customer Satisfaction Leadership:** Maintained excellent customer relationships with 10% reduction in customer churn rates
- **Sales Team Leadership:** Led sales teams of 6-10 people to exceed collective territory targets through coaching and strategic planning
- **Market Intelligence:** Consistently provided valuable competitor analysis and market feedback to inform strategic decisions
- **Resource Management:** Efficiently managed company resources including territory budgets and promotional materials tracking

Languages

English, Kiswahili

Additional Information

Currently pursuing driving license (expected completion: 4-6 weeks)

References available upon request