

# DENNIS MUTAI

## Sales and Marketing Specialist

Strategic Planning | Sales Forecasting | Market Trend Analysis | Product Knowledge | Territory Management | Data Analysis | Contract Management | Customer Relationship Management | Sales Strategy Development | Competitor Analysis | Inventory Management | Microsoft Office Suite | CRM Software | Report Writing | Route Planning | Merchandising | Cost-Benefit Analysis | Cold Calling | Upselling | Cross-Selling

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**Tel:** +254 719 264 768 | **Email:** mutaidennis4823@gmail.com

**Location:** Nairobi, Kenya

### PROFESSIONAL SUMMARY

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Results-driven professional with extensive experience in territory management, client relationship building, and strategic sales execution across diverse retail and FMCG environments. Skilled in driving high-impact sales initiatives, leading cross-functional teams, and exceeding revenue targets through data-driven decision-making and customer-centric approaches. Proven ability to develop market penetration strategies, optimize customer engagement, and deliver sustained business growth in competitive markets. A proactive leader with strong expertise in negotiation, stakeholder collaboration, and operational efficiency. Adept at analyzing market trends, forecasting sales performance, and implementing innovative solutions that align with organizational goals, ensuring long-term client retention and brand success.

### Career Strengths

- **Communication Skills:** Effectively conveys ideas and information clearly to colleagues, clients, and stakeholders, fostering positive relationships and understanding.
- **Teamwork and Collaboration:** Works well with diverse teams, contributing to group success and ensuring smooth collaboration across departments.
- **Problem-Solving:** Analyses complex issues and develops innovative, practical solutions to improve processes and overcome challenges.
- **Adaptability:** Quickly adapts to new tasks, environments, and technologies, demonstrating flexibility and resilience in dynamic situations.
- **Time Management:** Efficiently prioritizes tasks and manages time to consistently meet deadlines while maintaining high-quality work standards.

### PROFESSIONAL EXPERIENCE

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**Salesman** | March 2023 – Present

Coca-Cola Beverages Africa | Nairobi, Kenya

#### **Key Contributions**

- Generated customer orders and ensured timely delivery, maintaining customer satisfaction and consistent sales flow.
- Developed key customer relationships, significantly contributing to increased sales and long-term client retention.
- Maintained a robust list of sales prospects to support ongoing and future marketing efforts.
- Addressed customer inquiries and concerns with professionalism, ensuring clarity on product and service offerings.
- Collaborated with management by offering insightful feedback on operations and promotions based on market demands and customer behavior.
- Fostered strategic relationships with key accounts to expand sales volume and maximize revenue.
- Initiated and followed up on customer orders through outbound calls and emails, boosting repeat business.
- Tracked market trends and competitive actions to remain agile in sales strategy and area performance.

- Ensured high stock availability by analyzing sales space capacities and system parameters.
- Delivered informative product education to customers, highlighting technical specifications and benefits.
- Implemented tailored sales and upselling techniques to secure new clients and expand existing client portfolios.

#### **Sales Representative / Team Leader |**

Treasure Communication Limited (Liquor Salesman)

##### **Key Contributions**

- Achieved daily and monthly sales targets by executing complete and efficient coverage of assigned areas.
- Planned and followed precise outlet visitation sequences, ensuring consistent stock presence of all brands and packages.
- Determined and ordered the required quantity of cases for the next day's delivery based on sales activity.
- Established and maintained strong relationships with customers to support loyalty and consistent sales.
- Expanded sales vertically by acquiring new clients and horizontally by cross-selling the full range of company products.
- Delivered high performance in executing trade promotions and marketing initiatives aligned with route plans and customer profiles.

#### **Senior Sales and Marketing Representative |**

Tuskys Limited | Eldoret, Kenya

##### **Key Contributions**

- Presented, promoted, and sold company products through persuasive arguments tailored to individual customer needs.
- Conducted detailed cost-benefit and needs analyses to align product offerings with client expectations.
- Cultivated and maintained strong business relationships to support repeat sales and client satisfaction.
- Resolved customer complaints and problems swiftly, maximizing satisfaction and loyalty.
- Consistently met or exceeded sales targets within defined timeframes.
- Coordinated closely with team members and cross-functional departments to support seamless sales operations.
- Conducted route supervision and ensured coordination across sales efforts in designated regions.
- Analyzed sales territories and performance, adapting strategies to improve outcomes.
- Secured company sales both directly and through guidance and oversight of team members.
- Strengthened client networks using top-tier interpersonal and relationship-building skills.

#### **Shop Attendant / Merchandiser |**

Stage Mattress Limited | Nakuru, Kenya

##### **Key Contributions**

- Transported merchandise across various retail locations efficiently, supporting distribution goals.
- Maintained a professional company image through proper conduct and adherence to corporate standards.
- Offered recommendations to vendors that contributed to business growth and brand positioning.
- Prepared eye-catching product displays and promotional materials to attract consumer attention and drive sales.

### **EDUCATION**

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Bachelor of Business in Information Technology | Kenya Methodist University

### **LANGUAGES**

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- English – Proficient
  - Swahili – Proficient

## REFERENCES

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**Sam Osewe**, Sales Manager  
Treasures Communication Ltd  
Tel: +254 727 734242

**Daisy**, Sales Executive  
Kenya Wines  
Tel: +254 793 298984

**Josiah Maathai**, Regional Sales Manager  
Tuskys Kenya Limited  
Tel: +254 712 08291