

JOHN SMITH

CONTACT

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CORE QUALIFICATIONS

- Sales and Marketing strategies
- Sales forecasting and Reporting
- Excellent customer service skills
- Strong communication and negotiation skills
- Understanding of digital and social marketing
- Understanding AI in sales
- Public speaking and Networking
- Teaching and Mentorship
- Collaborating with Marketing departments
- Organizing promotional campaigns
- Ability to manage and develop new accounts
- Leadership and Management of a sales team
- Proficient in Microsoft Office and Salesforce

CONFERENCE ATTENDANCE

- South African Social Media Association Conference, Cape Town (2012, 2013, 2014)
- Consumer Behaviour Technology Conference, Cape Town (2013, 2014, 2015)
- Sandton Marketing and Sales Convention (2017)
- Progressive Marketing Summit, Johannesburg (2017, 2018, 2019, 2021, 2022)
- Sales Technology Conference, Johannesburg (2017, 2018, 2019, 2022, 2023)

ABOUT ME

I have a passion for sales which is what

SUMMARY STATEMENT

Sales professional with ten years of experience in developing and implementing successful sales strategies. Proven ability to build strong relationships with customers and exceed sales targets. Seeking a challenging role in sales with a reputable organization.

EDUCATION

Bachelor of Commerce in Marketing

University of Johannesburg

- Completed a 3-year degree program in marketing
- Studied courses such as marketing research, consumer behavior, advertising and sales management

Diploma in Sales and Marketing

IMM Graduate School of Marketing

- Covered topics including sales strategy, market research, consumer behavior, and brand management.
- Completed coursework in digital marketing, advertising, and public relations.
- Developed and executed a comprehensive marketing campaign for a real-world client as part of the program's capstone project.

Certified Sales Professional

Sales and Marketing Association of South Africa (SMA)

Certificate in Salesforce Administration

Salesforce (online)

WORK EXPERIENCE

Sales Manager, 06/2018 to Current

Richard & Johnson – Johannesburg, South Africa

- Work backward, with your current or most recent job first.
- Develop and implement sales strategies that increased revenue by 15% in 2021
- Build and maintain strong relationships with key customers, resulting in a 20% increase in customer retention
- Lead a team of five sales representatives, providing coaching and training to help them achieve their sales targets
- Collaborate with the marketing department to develop and implement effective promotional campaigns
- Manage key accounts and develop new business opportunities.

Sales Representative, 06/2014 to 05/2018

TBT Medical Technologies – Johannesburg, South Africa

- Exceeded sales targets by an average of 25% annually
- Developed and maintained strong relationships with healthcare professionals, resulting in increased referrals and repeat business
- Conducted product training sessions for healthcare professionals,

drives me to seek new challenges and continuously improve my skills. I strongly believe in the power of collaboration and enjoy working with others to solve problems and build strategies.

Outside of work, I am a dedicated fitness enthusiast and enjoy spending time at the gym challenging myself physically. I am also an avid reader of non-fiction books, particularly those related to personal development and human psychology. These activities not only enhance my personal well-being, but also contribute to my professional growth as a salesperson.

As an individual, I am driven by self-motivation and a strong work ethic. I am always seeking to expand my knowledge and skills in sales, and I am not afraid to take on new challenges or step outside of my comfort zone.

Overall, I am a well-rounded individual with a diverse set of skills and interests. I am committed to achieving success in my professional career, and I believe in working hard to achieve that.

REFERENCES

David Merensky (GSK Timber Shareholder) – davidmerensky@gmail.com

Helen Grobler (TBT Medical Technologies Senior Partner) – helengrobler@gmail.com

Richard Hunt (Richard & Johnson Director) – richardwessels@gmail.com

LANGUAGES

Zulu	<div><div></div><div></div><div></div><div></div><div></div></div>
Native	
Ndebele	<div><div></div><div></div><div></div><div></div><div></div></div>
Home Language	
English	<div><div></div><div></div><div></div><div></div><div></div></div>
Full Professional	
Swazi	<div><div></div><div></div><div></div><div></div><div></div></div>
Professional Working	
Afrikaans	<div><div></div><div></div><div></div><div></div><div></div></div>
Elementary	

- improving their knowledge and confidence in using the products
- Managed a portfolio of 50+ accounts, ensuring timely delivery and effective account management.

Junior Sales Representative, 07/2010 to 06/2014 GSK Timber – Johannesburg, South Africa

- Developed new business opportunities in a highly competitive market, resulting in a 10% increase in revenue
- Conducted market research to identify potential customers and sales opportunities
- Built strong relationships with customers through regular visits and excellent customer service
- Collaborated with the marketing department to develop and implement effective promotional campaigns

RESEARCH EXPERIENCE

- Conducted research on "Consumer behavior towards healthcare products" as part of the Bachelor of Commerce in Marketing program at the University of Johannesburg (2012)
- Conducted research on "The impact of social media on consumer behavior" as part of the Diploma in Sales and Marketing program at the IMM Graduate School of Marketing (2014)

TEACHING EXPERIENCE

- Guest Lecturer, Sales and Marketing, University of Pretoria, Pretoria, South Africa (2019)
- Tutor, Marketing Management, University of Johannesburg, Johannesburg, South Africa (2013-2014)

PUBLICATIONS

- Ndlovu, S. "Consumer behavior towards healthcare products." Journal of Marketing and Sales Research, Vol. 10, No. 2, 2013, pp. 56-61.
- Ndlovu, S. "Marketing Metrics: How to Measure the Success of Your Marketing Campaigns." Journal of Marketing and Sales Research, Vol 22, No. 7, 2022, pp. 12-33.

CONFERENCE PRESENTATIONS

- Presented on "The impact of social media on consumer behavior" at the South African Social Media Association Conference, Cape Town (2014)
- Presented on "The Future of Sales: Using Artificial Intelligence to Enhance the Sales Process" at the Sales Technology Conference, Johannesburg (2023)
- Presented on "Marketing in the Digital Age: Strategies for Success" at the Progressive Marketing Summit, Johannesburg (2022)

HONOURS AND AWARDS

- Best Salesperson of the Year from TBT Medical Technologies (2017)
- Sales Achievement Award for exceeding target sales from GSK Timber (2013)
- Van Tonder Public Speaking Award at Johannesburg Toastmasters Speech Contest