

SYLVIA CHEPLETING

CONTACT

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PROFILE SUMMARY

Economics graduate and business development professional with experience in lead research, client outreach, qualification, and relationship building within financial services and retail environments. Strong background in consultative selling, client needs assessment, and sales support. Adept at supporting senior sales professionals through research, briefing preparation, follow-ups, and pipeline management. Highly motivated to build a career in capital markets, corporate listings, and enterprise sales.

EDUCATION

2017 - 2023

MACHAKOS UNIVERSITY

- Bachelor's Degree in Economics

2013- 2016

ST. THERESA'S GIRLS HIGH SCHOOL EREGI

- Kenya Certificate of Secondary Education

SKILLS

- Email, Phone & Social Outreach
- Time Management
- Lead Qualification & Needs Assessment
- Effective Communication
- Critical Thinking
- Microsoft Office
- SPSS

LANGUAGES

- English: Fluent
- Kiswahili: Fluent

WORK EXPERIENCE

AMBJEE HOUSE

Sales Representative

JAN 2024 - MAY 2024

- Engaged walk-in and referred customers, identified their needs, and recommended suitable products, contributing to daily sales targets.
- Presented and explained product features, benefits, and pricing, helping customers make informed buying decisions.
- Built strong relationships with customers, leading to repeat business and referrals.
- Handled sales transactions, daily balancing, and basic sales records.
- Managed stock levels and ensured popular items were always available, supporting consistent sales flow.
- Actively upsold and cross-sold complementary products to increase basket value.

Britam Insurance Company

Financial Advisor

AUG 2023 - NOV 2023

- Prospected and engaged potential clients to generate leads and convert them into policyholders.
- Assessed client needs and recommended suitable insurance solutions using a consultative sales approach.
- Explained policy features, benefits, and pricing, handling objections, and closing sales.

REFEREES

WALTER SAMOEI,
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- Built and maintained a pipeline of prospects and follow-ups.
- Maintained professional relationships to encourage renewals and referrals.
- Met compliance standards while achieving individual sales goals.

County Government of Nandi

Economist

FEB 2021 - APR 2021

- Participated in budgeting, economic analysis, and project monitoring.
- Supported preparation of briefing notes, reports, and presentations for senior officers.
- Assisted in data collection and analysis, strengthening research and reporting skills.
- Gained exposure to public sector finance, governance, and institutional decision-making.