



KEVIN KEKANA

KEY ACCOUNTS REPRESENTATIVE

Creative and business-savvy **sales professional** with 4+ years experience across a broad range of sales functions and varied industry segments. Proven ability to combine vision, ingenuity and strong business acumen with well-developed project management and leadership qualities to support go-to-market efforts, product launches, and positioning companies and products for success. **Areas of expertise include:**



Business Development



Sales Planning



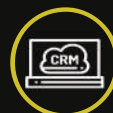
Direct Marketing



Negotiation



Presentation Skills



CRM Skills

CONTACT



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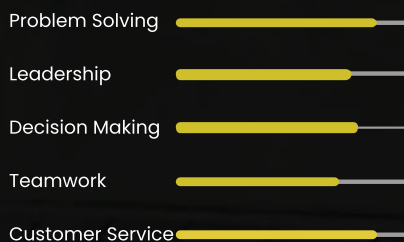


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SOFT SKILLS



Kevin Kekana

PROFESSIONAL EXPERIENCE

The Skills Development Corporation Key Accounts Representative

2019 - Present

Recruited to reinforce the sales team to assist companies with training and compliance needs. Developed training solutions that ensure that companies comply with legislative requirements and aligns with business strategy. Directed clients to unlock the power of transformation through bold upskilling initiatives that prepare their companies to innovate and respond to change. Managed skills budgets from R 60 000 to R 2 000 000.

Key Accountabilities

- Develop an understanding of customers business and solution requirements.
- Direct customer contact at CXO level.
- Building focused account plans that ensure new business development and maintain account growth.
- Reporting on pipeline status of all revenue streams to line management.
- Closing sales opportunities and negotiating commercial terms and conditions.

Key Achievements

- By generating a targeted lead approach as opposed to a monotonous approach to sales, led to my first deal worth R 1 800 000 in the first 3 months with the company. This deal was 5 x higher than the company's average sales target.
- Nominated as the sales representative of the year at the annual company awards for meeting my sales targets monthly. Achieved by combined needs-analysis, presentation, and closing skills.
- Trained a total of 2 sales interns who later became sales representative within a short period of 1 year.
- Upon displaying competence in lead searching and qualifying prospects, I was nominated by the COO to assist with the adoption of a new CRM system.
- By being a high achiever who understands the value of a well-oiled machine, I was identified as a future leader who explores new ways to improve systems, processes, and procedures that increase sales by 20%.

eSoftware Solutions Account Manager

2017 - 2019

eSoftware Solutions is a new-age breed of forward-thinking strategies in technologies that connect people and things, combining network infrastructure, software, and services. I was assigned to generate sales and service a select portfolio of key accounts whilst growing current sales through regular calling and selling to designated C- level Executives. I was responsible for selling the company's products and services within the geographic boundaries and thereby meet predetermined targets.

Key Accountabilities

- Identify opportunities within Accounts, ensuring the up-selling and cross-selling of the company's service offerings, as well as consulting and acting as an ICT advisor to the client base.
- Driving and building relationships within the Government & Public sectors.
- Account Planning, Sales forecast, & Monthly / Quarterly Sales reporting.
- Control the sales process and drive leads to closure - generate new revenues.

Key Achievements

- Demonstrated an unwavering commitment to customer service, adding new customers while maintaining premium service levels with existing accounts. This is attested by achieving over 30 client wins and successful client relationships. On average contributed over 10 million in annual revenue for FYE 2017 - 2018 and 2018 - 2019.
- First sales representative to successfully sell and onboard a 1000+ user license for a Learning Management System (LMS). This was achieved by streamlining B2B pre-qualifying process for team leads, from 10 steps to qualify leads to 6 steps, resulting in faster outreach and an average of 21% more booked appointments across the region.

PROFESSIONAL EXPERIENCE

Independent Consultant – Anglo American **Engagement Consultant**

2016 – 2017

Focused on helping mining companies develop marketing plans and implement strategic enterprise supplier programmes that support sustainable business growth for the people living around mines. I was contracted to amplify opportunities for mine communities.

Key Accountabilities

- Responsible for communicating to the various target markets that engage with our brand.
- Implement company CSI and Sponsorship strategies and manage activities aligned to the company's marketing strategy.
- Liaise with and manage appointed media and advertising agencies and suppliers.
- Market, promote and manage exhibitions according to set targets within the company's guidelines and according to company's brand positioning
- Tracking the progress of each project and work to manage the resources and timescale for each one, including the teams working on them.

Key Achievements

- Successfully assisted the company implement ESD programmes that not only helped in meeting B-BBEE compliance requirements, however, improved inclusive procurement to disadvantaged South African businesses by 30%.
- Diversifying the company's supply chains – By helping the company develop SMEs created competition for their existing suppliers. Black owned businesses accounts for 35% of the company's supply chain.
- Amplified increased synergies between the company and local suppliers which improved economic growth, reduced unemployment and poverty within local communities by 20%.

Business Connexion **Customer Support Consultant**

2014 – 2016

BCX offers a complete service in Information and Communications Technology (ICT). The company takes care of your technology so that your workforce is free to focus on your customers needs, build productivity, grow profits, and embark on the journey to Digital Transformation.

Key Accountabilities

- Responsible for telephonic technical support case troubleshooting and resolution.
- Building strategic relationships and partnership through attentive listening. Solving problems creatively and using tact and diplomacy to achieve win-win outcomes.
- Providing customer support in a service desk environment for public and corporate employers.

EDUCATION

Unisa Graduate School of Business Leadership (SBL) **PGD – Postgraduate Diploma in Business Administration**

2019 – 2020

The Postgraduate Diploma is a stepping stone towards a successful career in business leadership. Fueled by the passion of guiding people to become more powerful leaders, the programme seeks to increasingly build competency within individuals who later become managers capable of dealing with the unique challenges that face business.

University of Johannesburg (UJ) **BTech (IS and Technology Management)**

2015

The qualification aimed to develop applied and cognitive competencies in the acquisition, interpretation, understanding, and applications of various fields in IT. Upon completion, I attain the capacity to analyze and explain various technologies, developments, and trends, including operational decisions in the context of the IT.

University of Johannesburg (UJ) **National Diploma (IS and Technology Management)**

2013

National Diploma programme in Information Technology is designed to develop the applied competence of learners in developing, analyzing, interpreting and applying information technology business management principles and methods. Through this programme, I was prepared to meaningfully contribute to the effective and efficient business management of information technology in organizations.