

ALBERT FRANCIS MBALLA

Mobile: 0754-213 230 or 0715-213 230

Email: alfrans45@gmail.com

PERSONAL PARTICULARS

Year of Birth : 1979

Nationality : Tanzanian

Sex : Male

Residence : Dar es Salaam

WORK EXPERIENCE

Sayona Drinks Limited

February, 2018 to date

Position: Area Sales Manager

Reporting to: National Sales Manager

Duties and responsibilities:

- ⌚ Conducting market research, analyzing market trends and competitors' activities
- ⌚ Planning and executing all marketing, sales and merchandising activities in the area
- ⌚ Supervising the start of pre-sale Go-To-Market (GTM) system and Sales Programs
- ⌚ Planning market routes and ensuring timely availability of company's products
- ⌚ Hiring, training, coaching, mentoring and supervising a team of Sales Executives
- ⌚ Assigning sales targets and monitoring the performance of Sales Executives
- ⌚ Ensuring daily, weekly and monthly volume sales target are met by Sales Executives
- ⌚ Supervising the distribution of coolers, merchandizing and POS promotional materials
- ⌚ Preparing weekly sales performance reports presented to the National Sales Manager

Happiness Enterprises Limited

May, 2015-April, 2018

Position: Regional Sales Manager

Duties and responsibilities:

- ⌚ Planning and executing all marketing, sales and merchandising activities in the area
- ⌚ Responsible for coordinating day-to-day managing the company's sales program
- ⌚ Assigning sales targets and monitoring the performance of sales executives
- ⌚ Leading the product penetration efforts and Motorcycle Field Sales outreach
- ⌚ Visiting sales territories to monitor performance of Sales Executives in the field
- ⌚ Recruiting and activating new wholesalers and ensuring they maintain adequate stock
- ⌚ Maintaining and updating a database of all wholesalers and retailers in my Region
- ⌚ Preparing weekly sales performance reports presented to the Head of Sales

Bonite Bottlers Limited

April, 2010-April, 2015

Position: Area Sales and Depot Manager

Duties and responsibilities:

- ⌚ Directly supervising 366 retail outlets and managing a team of 42 Sales Executives
- ⌚ Supervising distributor system and monitoring distribution routes in sales territory
- ⌚ Identifying, recruiting and activating new dealers, wholesalers and retailers
- ⌚ Distributing coolers, tables, chairs and coolers and ensuring maximum visibility at POS
- ⌚ Conducting patrols to check against cooler abuse and supervising cooler maintenance
- ⌚ Ensuring optimal utilization of company resources such as fleet of motor vehicles
- ⌚ Assisting dealers and resellers with Point-of-Sale branding and promotional display

Mohamed Enterprises Tanzania Limited

January, 2008-March, 2010

Position: Sales Supervisor

Duties and responsibilities:

- ⌚ Planning market routes and ensuring timely availability of company's products
- ⌚ Supervising the distribution of promotional and display materials such as posters
- ⌚ Executing and overseeing marketing and promotion initiatives for company brands
- ⌚ Monitoring merchandising, availability and visibility of company brands in the area
- ⌚ Setting sales targets and ensuring monthly sales targets are met by Sales Executives
- ⌚ Ensuring that Sales Executives cover their assigned sales territories and sales routes
- ⌚ Analyzing weekly sales data and preparing weekly, monthly and quarterly sales report

National Insurance Corporation (NIC)
Position: Marketing and Sales Executive

January, 2003-December, 2007

Duties and responsibilities:

- ⌚ Cold calling, emailing and visiting potential customers and making sales presentations
- ⌚ Selling and cross-selling various insurance policies using a consultative approach
- ⌚ Recommending various insurance policies to customers based on their preferences
- ⌚ Following up sales leads, negotiating and closing business contracts with customers
- ⌚ Establishing and maintaining a strong referral business from existing customers
- ⌚ Developing and updating a database of current and potential corporate customers

MIC (Tigo) Tanzania

October, 2000-October, 2002

Position: Direct Sales Executive

Duties and responsibilities:

- ⌚ Responsible for implementing business development coordination in a given territory
- ⌚ Driving growth of customer base via acquisition and maintenance of new point of sales
- ⌚ Oversee smooth operations of Tigo business, MFS, Distribution, SIM cards registration
- ⌚ Organizing retail agents training, branding and oversee POS disputes in a territory
- ⌚ Proactively propose new ways that can increase market share and revenue generation
- ⌚ Recommending various value-added services to customers based on their preferences

TRAININGS ATTENDED:

- ⌚ 2012: Back to Basic Selling Skills – Conducted by Bonite Bottlers
- ⌚ 2011: Customer Care, Sales And Marketing Techniques – Conducted by Bonite Bottlers
- ⌚ 2010: Essential Selling Skills – Conducted by Bonite Bottlers

TRANSFERABLE SKILLS AND ABILITIES

- ⌚ Strong communication and interpersonal skills, able to build customer
- ⌚ Knowledge of digital marketing and proficiency in using marketing technology
- ⌚ Ability to think outside the box and develop creative marketing campaigns
- ⌚ Strong understanding of branding and experience creating and managing a brand
- ⌚ Ability to sell products and services using a consultative sales approach

EDUCATION BACKGROUND

2000 Diploma in Sales Management

REFEREES

Emmanuel Lasway
Country Sales Manager
IFFCO
Mobile: 0784 289 59

Deogratius Daud
Channel Manager
MIC Tigo
Mobile: 0713-123 191

Reginald Komanya
Marketing Manager
Happiness Enterprises Limited
Mobile: 0734 037 286