

Gift George

Sales and Marketing
Specialist

Contact Details

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Core Skills

- Communications
- Analysis
- Creativity
- Relationship Building
- Adaptivity & Flexibility
- Digital Marketing Proficiency
- Results-driven
- Lead generation
- Strategic Thinking
- Presentation

Professional Profile

With over 14 years of experience, A results-oriented professional with a proven track record in diverse roles across sales, management, and customer service within the automotive industry in Dar es Salaam, Tanzania. As a Key Account Sales Manager, effectively cultivates customer relationships, excels in product knowledge, achieves sales targets, and manages inventory while conducting market analysis and ensuring compliance. Previously, as an After Sales Service Manager at Honda Motors South Africa Proprietary, showcased adeptness in customer service, strategic sales planning, team leadership, and operations, enhancing global reach and achieving improved team performance. Prior experience includes roles as a Commercial Vehicle Sales Executive at Export Trading Group and Sales Executive at Diamond Motors Limited and Sino Trucks International, demonstrating expertise in business development, client relationship management, sales strategy implementation, and team leadership.

Career Summary

Nov 2023 - Present Foton Automotive Ltd, Dar es Salaam, Tanzania
Key Account Manager

Outline

I deal with spare parts of Foton parts, Foton Trucks, and Tippers.

Key Responsibilities

- Customer Relationship Management: Cultivate and maintain strong relationships with clients, dealerships, and workshops associated with these brands to drive sales and ensure customer satisfaction.
- Product Knowledge: Acquire in-depth knowledge of spare parts for each brand, including their specifications, compatibility, and functionality to assist customers effectively.
- Sales Target Achievement: Set and achieve sales targets by proactively identifying potential customers, upselling, cross-selling, and providing solutions tailored to their needs.
- Inventory Management: Monitor and manage inventory levels, ensuring sufficient stock availability of spare parts for various models and brands to meet customer demand.
- Order Processing: Efficiently process customer orders, manage quotations, invoices, and ensure timely delivery of spare parts while adhering to company policies and procedures.
- Market Analysis: Conduct market research and analysis to identify trends, demands, and competitors' strategies, providing insights for the development of effective sales strategies.
- After-Sales Support: Provide excellent after-sales support by addressing customer queries, handling complaints, and offering technical assistance related to spare parts.
- Collaboration with Suppliers: Liaise with suppliers and manufacturers to negotiate pricing, manage contracts, and ensure timely procurement of quality spare parts.
- Documentation and Reporting: Maintain accurate records of sales, transactions, and customer interactions. Prepare reports detailing sales performance, inventory status, and market insights.
- Compliance and Standards: Ensure compliance with industry regulations, warranty policies, and quality standards while promoting the company's reputation for reliability and authenticity.

growth.

After Sales Service Manager*Key Responsibilities*

- **Professional Customer Service & Satisfaction:** Deliver exceptional customer service, ensuring high satisfaction levels through prompt responses, problem resolution, and personalized support.
- **Strategic Sales Planning & Expansion:** Develop and implement a comprehensive sales strategy to broaden the customer base, enhance global outreach, and drive revenue.
- **Client Relationship Building:** Cultivate enduring relationships with potential clients, understanding their requirements, and providing tailored solutions that address their specific needs.
- **Sales Team Leadership & Development:** Set clear objectives, provide training, and coach the sales team, identifying knowledge gaps and devising plans for their improvement.
- **Performance Monitoring & Quota Achievement:** Conduct regular check-ins with the sales team to set objectives, monitor progress, and ensure the company meets sales quotas consistently.
- **Consumer Needs Analysis & Goal Setting:** Research and understand consumer needs, aligning company solutions to meet those needs, setting sales goals, analyzing performance data, and making forecasts.
- **After-Sales Strategy Development:** Devise and implement post-sales strategies to enhance business growth and customer retention.
- **Inventory Management & Asset Oversight:** Oversee inventory, ensuring accuracy and proper management of company assets, particularly spare parts.
- **Team Management & Operations:** Lead the spare parts team, ensuring adherence to procedures, efficient operation, and professional development through recruitment, coaching, and training.
- **Branch Operations & Leadership:** Manage all branch operations efficiently, providing professional leadership to create a harmonious work environment while ensuring effectiveness.

Key Achievements • **Expanded Global Reach and Customer Base:** Successfully developed and executed a strategic sales plan that led to the expansion of the company's customer base across global markets, enhancing market presence and revenue streams.

- **Enhanced Sales Team Performance:** Through effective leadership, training, and coaching, significantly improved the sales team's performance, bridging knowledge gaps, and aligning their efforts with company objectives, resulting in consistent achievement of sales quotas.
- **Improved Operational Efficiency:** Implemented robust inventory management systems, ensuring accurate tracking of assets, efficient spare parts team management, and streamlined branch operations, resulting in increased productivity and reduced operational inefficiencies.

Aug 2021 - Nov 2022

Export Trading Group
Commercial Vehicle Sales
Executive

Key Responsibilities • **Strategic Business Development:** Strategically planned daily client visits, cold calling, and email outreach to schedule business meetings, fostering direct engagement and expanding the customer base across Tanzania.

- **Diverse Business Networking:** Successfully established and maintained a vast business network encompassing transporters, mining firms, manufacturers, government institutions, and financial entities, ensuring comprehensive market coverage.
- **Financial Assistance Facilitation:** Assisted clients in securing financial loans from various banks and financial institutions, providing valuable support in financing purchases, fostering customer satisfaction, and expanding sales opportunities.
- **Market Awareness and Relationship Building:** Actively participated in trade

exhibitions, conducted product demonstrations, and engaged in marketing research to analyze product performance vis-à-vis competitors, while building strong relationships and brand awareness among clients.

- **Customer Training and Service Excellence:** Provided post-sales training to clients, ensuring a deeper understanding of purchased products, enhancing customer satisfaction, and fostering long-term relationships.
- **Adherence to Standards and Improvement Initiatives:** Demonstrated commitment to compliance with standards and policies, contributing to a safe work environment, while actively engaging in continuous improvement initiatives through problem-solving and teamwork activities.

Key Achievements

- Archived awareness creation of positive network for improving trucks business.
- Building a strong business network with corporate clients, banks, and financial institutions.
- Created an effective network with spare parts dealers in Tanzania market.

Jan 2016 - Jun 2021

**Diamond Motors Limited, Dar es Salaam
Sales Executive**

Outline

Dealing with Fuso Tracks and Mitsubishi Spare parts

Key Responsibilities • **Strategic Business Growth Oversight:** Spearheaded the planning, organization, and development of comprehensive marketing strategies, fostering overall company growth by establishing a robust business network and market presence.

- **Client Relationship Management:** Ensured strong customer relationships by offering professional sales support, recruiting and retaining corporate clients, and facilitating future business opportunities, emphasizing long-term partnerships. • **Business Development Initiatives:** Proactively contacted potential clients, conducted thorough research to identify new business opportunities, and aimed at increasing customer value through exceptional care and attention.
- **Strategy Development and Implementation:** Developed and executed business strategies aligned with financial objectives, conducting market research to identify competition and devising appropriate solution plans to drive sales and growth. • **Sales Management and Evaluation:** Monitored and evaluated sales team performance, reviewed sales strategies, and provided solutions, presenting insightful evaluations to management for continuous improvement.
- **Promotion Planning and After-Sales Support:** Planned and executed marketing promotions, ensuring effective strategy implementation while providing reliable after-sales support and feedback to clients, enhancing customer satisfaction and loyalty.

Key Achievements

- Established a strong and competent sales team on the ground.
- Placed an effective route plan for sales execution of more than 640 million per quietly.
- Archived sales volume quarterly of more than 250 million.

Jan 2010 - Dec 2015

**Sino Trucks International, Dar es Salaam, Tanzania
Sales Representative**

Key Responsibilities

- **Lead Generation and Business Development:** Identified and pursued leads while implementing strategies to explore new business opportunities, enhancing product outreach and market penetration.
- **Customer Service Optimization:** Streamlined product flows and enhanced customer service, ensuring a seamless experience for clients, thereby fostering satisfaction and loyalty. • **Customer Recruitment and Retention:** Successfully

recruited new customers while maintaining and retaining existing ones, contributing to effective and sustainable business growth.

- **Asset Management and Client Relations:** Managed and upheld company assets at client outlets, maintaining strong relationships through regular visits for negotiations and future sales contracts.
- **Market Analysis and Problem Solving:** Conducted marketing surveys, identified market threats, and provided management with informed solutions, resolving issues and improving operations effectively.
- **Goal Achievement and Collaboration:** Exceeded set goals by prioritizing tasks effectively, demonstrating dedication, and actively engaging in team-building activities to enhance collaborative work relationships, ensuring operational success.

Education

- **Advanced Diploma In Marketing Management** | College of Business Education (CBE) | 2012
- **Diploma in Business Administration** | College of Business Education (CBE) | 2009
- **Certificate in Business Administration** | College of Business Education (CBE) | 2006
- **Certificate of Secondary Education Examination (CSEE)** | Forodhani Secondary School | 2005

Additional

Languages

English, Swahili

Software

Microsoft office, Microsoft Teams, Skype, Microsoft Windows, Fuso Ascent, Autoline software, Epr software ,Vision 8

References

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