

Boniface Alimwene

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Summary

I am a self-starting goal-oriented sales professional with 10+ years of experience in Sales, Sales Management, Market Research, Key Account Management, Direct sales, Route to the market, Trade Marketing, Customer Service, Customer Retention, Distribution, and New Business Development within **FMCG and Pharmaceutical industries**. Able to introduce new products, increase market shares in a competitive industry, luring business from the competition, absorbing and retaining detailed product knowledge and building a loyal clientele. I am capable of handling and delivering all aspects with a proven track record in achieving sales targets, consistently over budget. I am versatile and determined someone who loves learning, creative, open minded and easy going. I enjoy working with others and try to use all these qualities in my professional life.

Objectives

Secure a position within a successful and dynamic organization where I will be able to continue to fully utilize and develop my professional skills and interpersonal skills, while making significant contribution to the success of the organization.

Experience:



Head of Sales – Southern Zone

DKT International Tanzania - Contract.

Nov 2022– Oct 2024 (2years)

Location: Iringa, Njombe, Ruvuma, Mbeya, Songwe.

Responsibilities:

- Implemented and executed **DKT International Tanzania** social marketing strategies aiming at improving health status and sustaining economic growth in Tanzania by preventing the spread of diseases (particularly through **HIV/AIDS**) and unwanted pregnancies.
- Maintained and developed relationship with existing and prospective customers (**Key Distributors, Hospitals, Dispensaries, Pharmacies, Wholesalers, Retailers, Supermarkets, Hotels & Lodges**), secured orders through cold calls/emails/frequent visits to customers and prepared quotations and ensured goods are delivered to the destination as soon as possible.
- Appointed new **Key distributors (KDs)** in the territory, achieved and met agreed annual targets on sales volume, income generation, coverage and penetration in the territory.
- Coordinated with Regional Sales Coordinators (**RSCs**) in achieving secondary and primary sales targets.
- Increased the supply and sales of condoms (**Fiesta, Bull, Kiss**), **Trust Lily OCPs, Trust Daisy ECs, Miso Kare, IUCDs** and **MVA kits** into Hospitals, Dispensaries, Pharmacies, Supermarkets, Hotels, wholesale and Retail shops in the territory.
- Introduced new products /packages.
- Resolved customer's complaints, ensured proper usage of promotional materials, prepared daily/weekly/monthly reports and submitted them to senior managers.
- Monitored competition and gathered current marketplace information on pricing, products, new products, delivery schedules, merchandising techniques, etc.
- Contacted and secured new business accounts/customers and established good relationship.



Territory Sales and Marketing Supervisor

Sunda (T) Investment Company Limited - Contract.

May 2016 – July 2022 (6 years 3months+)

Locations: Dar es Salaam, Dodoma, Iringa, Mbeya

Responsibilities:

- Responsible for the development and achievement of sales and marketing objectives and correct implementation of company's strategies through adequate coordination of sales and marketing distribution channels for all regions in the territory.
- Introduced and promoted new products (**Klee soft and Doffi detergents, soft care baby diapers, soft care pads, Jiebai toilet papers, toothbrushes, etc.**), planned and executed sales operations and brand campaigns in the territory.
- Maintained and developed relationship with existing and prospective customers (**Regional Distributors (RDs), Wholesalers, Retailers, Supermarkets, Pharmacies, Hotels, Restaurants and Cafes**), secured orders through cold calls, emails, frequent visits and updated customers data base.
- Appointed new regional distributors (RDs) in the territory and increased client base from 39% to 92% by being actively involved in sales and marketing operations.
- Raised the company's market share and maintained from 53% to 95% respectively.
- Coordinated with Regional Distributor's sales representatives in achieving secondary sales targets.
- Planned and achieved distribution targets (products availability, merchandising) and coverage targets.
- Made accurate, rapid cost calculations and provided customers with quotations and fed future buying trends back to the sales and marketing manager.
- Researched the market, developed new business channels and ensured sales and marketing operations were intensified into areas that have not been visited before.
- Followed up on Marketing and Sales weekly action plans and pending orders.
- Organized and attended events and exhibitions.
- Supervised the distribution of marketing materials and created communication strategies to meet client objectives.
- Assessed local market conditions and identified current prospective sales and marketing opportunities.
- Monitored and analyzed competition by gathering current marketplace information on pricing, new products, delivery schedules, merchandising techniques, etc.
- Trained new staffs on products and all matters concerning office aspects.



Marketing Officer

Sunda (T) Investment Company Limited - Contract.

Mar 2015 - Apr 2016 (1year 2 months+)

Locations: Morogoro, Dodoma, Iringa, Mbeya.

Responsibilities:

- Worked with the sales team to ensure all marketing goals, campaigns and strategies are aligned with the sales strategy.
- Resolved customer complaints by investigating problems, developing solutions, preparing reports and making recommendations to the management.
- Identified and recommended branding promotional opportunities and ensured proper usage and placement of branded materials.
- Analyzed and commented on competition presence.
- Reached out to customers leads through cold calling
- Developed and maintained long term relationship with new and existing customers.
- Organized and attended marketing activities or events to raise brand awareness.
- Conducted market research to identify opportunities for promotion and growth.

- Managed all aspects of marketing planning, budgeting, metrics and reporting.
- Derived and implemented all marketing activities and ensured on brand positioning and awareness across all aspects of the marketing mix, inbound and outbound.

Branch Sales Supervisor

Burque East Africa (Pvt) Co. Limited – Contract Jan 2012 - Feb 2015 (3 years 2 months+)

Locations: Dar es salaam.

Responsibilities:

- Supervised all aspects of sales and distribution that involved planning and achieving sales targets. Ensured optimal products distribution, implemented and executed marketing activities (merchandising and promotional activities of **Unilever** products like Omo and Sunlight washing powders, Blue Band, Geisha and Lux soaps, Vaseline skin oil and Lotion, Royco mchuzi mix, etc), staff development and other administrative aspects at the branch level.
- Met with new and existing customers (**Wholesalers, Retailers, Supermarkets, Pharmacies, Hotels, Restaurants and Cafes**), developed and maintained relationship for repeat business and ensured that agreed sales revenue targets are achieved.
- Handled and resolved customers' complaints and communicated escalating issues to the Business Development Manager for further action.
- Developed and managed an efficient distribution network to improve sales performance and established a standardized sales reporting system that brought down discrepancies by 55% by using HHT machines.
- Ensured prompt stock and cash reconciliation as instructed in the branch accounting manual.
- Ensured any gaps in performance or quality is quickly identified and addressed.
- Prepared market feed backs (comments from the brand e.g. packaging, competition presence, counterfeits and contraband information and distribution).
- Produced accurate reports on team sales performance KPIs and communicated all employee relations issues, concerns and incidents to the Business Development Manager.
- Managed a team of 11 sales representatives together with drivers and casual labors and provided personal support to them and other team members.
- Recruited/Trained/Selected, monitored sales team's performance and motivated the team to achieve given sales targets.
- Ensured all employees adhere to the company's policies and procedures (code of conduct, assets management, etc.)
- Prepared route to market and targets to Sales team with reference to the market segmentation.
- Checked stock issues/received daily/weekly and compared with the trade sales return and security guard stock register.
- Checked invoices rose daily/weekly compared with bank or salesman's pay in slip.
- Checked cash banked daily/weekly comparing with bank statements.
- Reconciled on difference otherwise acted.
- Submitted reconciliation report to the Business Development Manager.
- Monitored and tracked sales vans and ensured are properly serviced and maintained.

Sales Representative

Tanzania Cigarette Company Limited

May 2007 - Oct 2011 (4 years 6 months+)

Locations: Dar es Salaam, Mara

Responsibilities:

- Executed sales calls and cold calls.
- Met with clients (**Dealers, Wholesalers, Retailers, Hotels, Restaurants and Cafes**) and developed relationships.

- Serviced existing accounts, obtained orders, and established new accounts by planning and organizing daily work schedule to call on existing or potential sales outlets and other trade factors.
- Submitted orders by referring to price lists and product literature.
- Achieved sales route targets by selling all brands and ensured that dealers, retailers and hotels, restaurants and cafes have adequate, optimal distribution display of brands in the market.
- Protected company reputation and built a loyal client base by working relentlessly to resolve problems and improve customer satisfaction.
- Resolved customer complaints by investigating problems, developed solutions, prepared reports and made recommendations to management.
- Monitored competition by gathering current marketplace information on pricing, products, new products, delivery schedules, merchandising techniques, etc.
- Ensured cash collected from customers is deposited into appropriate bank accounts.
- Verified stock taken against stock returned with cash deposited.
- Handled properly company's assets under my responsibility (Vehicle, stocks, branded materials and IT-related equipment).

Education



Cambridge International College.

Bachelor's degree, Business Administration.

Jan, 2008 – Mar, 2010

Description:

- Completed coursework in Business Economics and Commerce, Management and Administration of People in Business, Business English and Communication, Business Finance and Accounting, Business Insurance, Sales & Marketing Administration, International Business Trade, Purchasing and Supply Management, Leadership & Team Management.



Cambridge International College.

Diploma , Sales & Marketing Administration.

Jan, 2005 – Mar, 2007

Description:

- Completed coursework in Sales Management & Marketing, Advertising & Public Relation, Business Management/Administration, Advanced Theory & Practice of Management/Administration.
- International Honours Group Diploma in Sales & Marketing Administration Recipient.



Sales and Marketing Executives (S.M.E), East Africa.

Advanced Level Certificate, Salesmanship and Sales Management.

Jan, 2003 – May, 2003

Description:

- Completed coursework in Selling Skills and Sales Operations.
- Advanced Level Certificate in Salesmanship and Sales Management Recipient.



Computer Training and Business Applications, Ltd

Certificate, Microsoft Office Applications

Jul, 2002 – Aug, 2002

Completed course work in Microsoft Word, Microsoft Excel, Microsoft Outlook and Microsoft PowerPoint.



Sangu High School

Advanced Certificate of Secondary Education (ACSE)

Jun, 1999 – May, 2001



Sangu Secondary School

Ordinary Certificate of Secondary Education (OCSE)

Jan, 1994 – Nov, 1998

Skills

- Sales, Sales Management, Customer Service, Negotiation, Teamwork, Trade marketing, Distribution, Route to market, Market Research, Key Account Management, Merchandising, Planning, Organizing, New Business Development and Integrity.

Additional Skills

- Leadership and front-line management
- Competent Driver with clean class **A, B, D, E Driving License** since 2004
- First Aid provider
- Peer educator on HIV Aids
- Microsoft office Applications.

Hobbies and interests

- Volunteering, Driving, travelling, reading and writing, cooking, sports, music, counseling.

Honors & Awards



Award of Recognition - Procter & Gamble Sep, 2001

Award of Recognition for accomplishing Business Development course conducted by P&G, East Africa.

- Attended workshops and seminars like;
 - ✓ In trade marketing opportunity (ITMO). A tool to maximize sales conducted by **Sunda International**.
 - ✓ Sales Leadership skills, conducted by **Sunda International**.
 - ✓ Essential sales skills, Range selling and Customer care, conducted by **Unilever**
 - ✓ Right Execution Daily (RED). Meaning right service, to the right customer at the right time, conducted by **Tanzania Cigarette Company Limited (TCC)**.
 - ✓ Defensive driving techniques, conducted by **Tanzania Cigarette Company Limited (TCC)**.

Referees

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