

ELIUD REGINALD

Sales expert | Building and Construction | FMCG's | Retail & distribution expert

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Arusha, Tanzania

SUMMARY

With over 7+ years of experience, recognized for contributions to record-setting sales figures, territory expansion, and new account development. Proven ability to lead sales teams to achieve company revenue gains. Offer an in-depth understanding of the sales cycle process and remains focused on customer satisfaction throughout all stages. Experienced, "fearless" cold-caller and expert presenter, negotiator, and closer.

STRENGTHS AND EXPERTISE

Presentation & proposal
Business Development
Strategic Planning

Lead qualifications
Negotiation Skills
Client Relationship Management

Team Leadership
Communication
Sales trainings

PROFESSIONAL EXPERIENCE

Keda Ceramic (T) Ltd
Twyford Brand
Zonal Sales Supervisor
Northern Zone

March 2024 - Present

Oversees sales operations across Northern zone - Arusha, Manyara & Kilimanjaro regions, leads sales teams, manages key accounts, and ensures target achievement through effective planning and execution.

Accomplishments:

- Increased sales by 20% in the first quarter through strategic merchandising and effective team leadership.
- Reduced inventory shrinkage by 30% through implementing new inventory management procedures and conducting regular audits.
- Improved customer satisfaction rate by 15% through implementing training programs for staff on product knowledge and customer service techniques.
- Increase revenue, customer base growth and customer retention

Dar ceramica center ltd (2001).
Regional Sales Manager
Arusha region

August 2021 – February 2024

Sells products by maintaining and expanding customer base and accomplishes regional sales human resource objectives by recruiting, selecting, training, assigning, coaching, counseling employees in assigned districts.

Accomplishments:

- Provides customer service, as required, and prepares monthly customer updates to the direct report.
- Establishes professional customer/vendor relationships with appropriate customer personnel.
- Prospects new customers and generates new leads and business opportunities across a variety of market segments.
- Travels to meet customers and prospects; attends trade shows, seminars, and internal sales meetings as needed.
- Analyzed sales data and created sales strategies to increase sales.
- Kept accurate records of sales calls and follow-up correspondence, utilizing the company's sanctioned SAGE system.

Swiss Bottlers ltd
Sales team leader
Arusha region

January 2020 - July 2021

Leads and motivates the sales team to achieve targets, supports team development, manages client relationships, and ensures efficient execution of sales strategies.s.

Accomplishments:

- Increased territory sales within two years, exceeding quota by 12%
- Motivated sales team to excel sales goals.
- Fostered a robust, sustainable network of buyers, leveraging strong listening, presentation and closing skills to optimize sales results despite previously dominant competitor advantage.
- Introduced new gasket lines into the market, often closing sight-unseen sales of newly released products.
- Demonstrated an unwavering commitment to customer service, adding new customers while maintaining premium service levels with existing accounts

Megabevarages ltd (K-vant)
Sales representative
Arusha region

November 2017 – Dec 2019

Engages customers, promotes products, drives sales, and builds strong client relationships to achieve sales targets and expand market presence.

Accomplishments:

- Implemented CRM and Salesforce customer tracking systems, increased sales by 21%
- Negotiated and closed deals with 18 new clients in 2018, resulting in 500M in revenue
- Achieved top-performer status by consistently exceeding quarterly activity targets by 15-20%.
- Executed a comprehensive prospect outreach program, increasing customer engagement by 50%.

EDUCATION

Tanzania Institute of Accountancy (TIA)
Mtwara Campus
Diploma in Procurement and logistics management

June 2014 – July 2017

HOBIES & INTEREST

- Travelling
- Team sports
- Volunteering
- Reading

REFERENCES

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