

Boniface Alimwene

Dar es Salaam, Tanzania

Mobile #: +255655354466 / +255782438767



mweneboni2009@gmail.com



[linkedin.com/in/boniface-alimwene-79371858](https://www.linkedin.com/in/boniface-alimwene-79371858)

Summary

I am a self-starting goal-oriented sales professional with 10+ years of experience and skills in Sales, Sales Management, Marketing, Market Research, Key Account Management, Direct sales, Team Management, Team Leadership, B2B, Route to market, Trade Marketing, Customer Relationship Management, Customer Retention, Distribution, Planning, Organizing, Negotiation, Communication and New Business Development within **FMCG, Pharmaceutical and Beverage industries**. Able to introduce new products, increase market shares in a competitive industry, luring business from 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.

Experience:



Sales Manager

Insight HQ Tanzania - Contract.

Nov 2024 - Present

Locations: Dar es Salaam, Arusha, Kilimanjaro, Dodoma, Mwanza and Zanzibar.

Key Responsibilities:

- **Develop and implement sales strategies:** This includes defining target markets, identifying new business opportunities, and creating strategies to acquire and retain clients.
- **Manage the sales team:** This involves hiring, training, and motivating sales representatives, providing coaching and feedback, and setting performance goals.
- **Build and maintain client relationships:** This includes nurturing existing client relationships, identifying potential new clients, and ensuring client satisfaction by delivering ordered **Heineken beers, Viceroy Brandy, Savanna, Desperado and wines (Nederburg, JC le roux, 4th street, Durbanville Hills, Amarula, Drostdy Hof, Chamdor and Pongraz)** into **Horecas** on time.
- **Achieve sales targets:** This requires setting realistic sales goals, monitoring performance, and implementing strategies to meet or exceed those targets.
- **Analyze market trends and competitive landscape:** This involves staying up to date on industry trends, competitor activities, and emerging technologies to inform sales strategies.
- **Report on sales performance:** This involves tracking the sales pipeline, providing regular reports to senior managers, and analyzing sales data to identify areas for improvement.



Head of Sales – Southern Zone

DKT International East Africa - Contract.

Nov 2022– Oct 2024 (2years)

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

Responsibilities:

- Implemented and executed **DKT International East Africa** 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 relationships 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.
- Managed to introduce new products /packages and prices.
- Resolved customer 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 relationships.



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:

- Developed and achieved sales and marketing objectives and correctly implemented company 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.
- New regional distributors (RDs) appointed 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 it 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 staff 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:

- Analyzed and commented on competition presence.
- 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.

- Reaching out to customers leads through cold calling
- Developed and maintained long-term relationships 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.



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.
- We 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 feedback (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 7 drivers and 10 casual laborers 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 compared 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 existed accounts, obtained orders, and established new accounts by planning and organizing daily work schedules 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 in 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 in 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 Honors 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

“References available upon request.”