

SALES REPRESENTATIVE

YEDENEKACHW ZELEKE



CONTACT INFORMATION

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SKILLS

- - Proficient in PC application software
- - Strong communication skills in English and Amharic
- - Strategic planning and execution
- - Sales volume growth strategies
- driving

LANGUAGES

- English | advanced
- Amharic | native

OBJECTIVE

- Providing exceptional customer service by greeting customers, answering their questions, and assisting them in finding products that meet their needs.
- Demonstrating a thorough understanding of the products or services offered by the company, including features, benefits, pricing, and availability.
- Actively engaging with customers to promote products and services, upsell or cross-sell additional items, and ultimately drive sales.
- Building rapport with customers to establish trust and loyalty, thereby encouraging repeat business and positive word-of-mouth referrals.
- Staying informed about product updates, promotions, and sales techniques through training programs and self-study to enhance job performance and contribute to personal and professional growth.

EXPERIENCE

SALES MANAGER,

Build Tech Engineering Addis Abeba | Jan 2023 - March 2024

- work with senior management to set sales targets and objectives for the sales team based on the company's overall goals and objectives.
- develop and implement sales strategies and plans to achieve sales targets. This may involve analyzing market trends, identifying opportunities for growth, and defining sales tactics.
- lead and manage the sales team, including hiring, training, coaching, and performance evaluation of sales representatives.
- monitor the performance of the sales team and individual sales representatives, analyzing sales data and metrics to identify trends, strengths, and areas for improvement.

SALES REPRESENTATIVE

Unilever Ethiopia. Addis Ababa | May 2018 - Jul 2020

- Demonstrated ability to exceed sales targets through strategic planning and relationship building.
- actively seek out potential customers through various means such as cold calling, networking, and attending events.
- establish and nurture relationships with existing and potential customers to understand their needs and preferences.
- responsible for closing deals and securing orders from customers.
- gather feedback from customers and keep abreast of market trends and competitor activities to adjust their sales strategies accordingly.

SALES OFFICER

Ahadu PLC, Addis Ababa. Addis Ababa | Mar 2017 - Apr 2018

- involved in developing sales strategies and plans to achieve the company's sales objectives. This may involve analyzing market trends, identifying target markets, and setting sales targets for the team.
- Conducted market research to identify new business opportunities and potential clients.
- conduct presentations and demonstrations to showcase products or services and persuade potential customers to make a purchase.
- leadership and guidance to the sales team, including training, coaching, and motivating team members to achieve their sales targets.
- sales activities comply with relevant laws, regulations, and company policies. They also promote ethical behavior and integrity within the sales team.

EDUCATION

BACHELOR OF BUSINESS MANAGEMENT

Gage College.

DIPLOMA IN INFORMATION TECHNOLOGY

Grace College.

DIPLOMA IN PC APPLICATION SOFTWARE