 **ALPHONCE DEOGRATIUS**

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**KEY EXPERIENCE**

A team oriented sales with 10+ years’ experience in sales and marketing activities. Good salesperson that can identify strategic objectives and successfully implement programs who currently seek a good Business Development Officer position in a challenging competitive organization.

More experience gained through professional training such as international diploma in business, training workshop on in Call Execution the Nestle Way, and Computer Application.

The experience has also been enhanced by practical work during previous employment with small and large organizations such as Tanzania revenue authority as a messenger, Zain (T) Ltd as sales representative & merchandiser and key account officer at Nestle Equatorial African Region – Tanzania, & Key account & Territory sales in charge at Burque East Africa PVT LTD, Haco industries as aArea sales Manager in mountain regions (Arusha ,Kilimanjaro, Dodoma, Tanga, Singida & Manyara) .

**SKILLS**

* Marketing
* Client pitches and negotiation
* Territory management
* Team management
* e-business
* Telesales
* Negotiation
* Pricing
* Merchandising
* Computer

**WORK HISTORY & EXPERIENCE**

**Title: AREA SALES MANAGER (** Arusha, Kilimanjaro, Dodoma, Singida, Tanga, & Manyara **)**

**Company: HACO INDUSTRIES (k) LTD**

**Start Date: NOVEMBER 2017 to date**

-Organize Maximum distribution from Distributor to increase sales.  
-Give feedback in Communication to customers for all the complaints raised.  
-Ensure that route plans are regular and cost effective.  
-Ensure that all Merchandisers, Distributors and outlet management are in good and profitable relation.  
-Ensure that the price list presented during listing is affected and followed through to avoid under cutting.  
-Follow up for all due payments  
-Give weekly statements to the chain for update.  
-Ensure provided invoices are accurate and corrective measures taken after presentation to the outlets and distributors.  
-Ensure brands are increasing forward share day by day.  
-Ensure that the Company products are available in the whole market.  
-Ensure the channel distribution is achieved.  
-Ensure that all the Company promotions are effectively executed at the brand level.  
-Ensure that all conflicts are resolved between the distributors, traders and customers.

**Title: SALES REPRESENTATIVE LAKE REGION (** Mwanza, Shinyanga, Mara & kagera**)**

**Company: HACO INDUSTRIES (k) LTD**

**Start Date: NOVEMBER 2015 to NOVEMBER 2017**

-Organize Maximum distribution from Distributor to increase sales.  
-Give feedback in Communication to customers for all the complaints raised.  
-Ensure that route plans are regular and cost effective.  
-Ensure that all Merchandisers, Distributors and outlet management are in good and profitable relation.  
-Ensure that the price list presented during listing is affected and followed through to avoid under cutting.  
-Follow up for all due payments  
-Give weekly statements to the chain for update.  
-Ensure provided invoices are accurate and corrective measures taken after presentation to the outlets and distributors.  
-Ensure brands are increasing forward share day by day.  
-Ensure that the Company products are available in the whole market.  
-Ensure the channel distribution is achieved.  
-Ensure that all the Company promotions are effectively executed at the brand level.  
-Ensure that all conflicts are resolved between the distributors, traders and customers.

**Title: KEY ACCOUNT & TERRITORY SALES INCHARGE (** Dar es salaam**)**

**Company: BURQUE EAST AFRICA PVT LIMITED**

**Started on: OCTOBER 2014 to MAY 2015**

Description of position and responsibilities are

* Identify key buyers of company products and develop the strategies to harness long term business relationship
* Develop productive and long term relationship with customers
* Responsible for finding new strategic and analyse new business trends
* Make calls every month to offset possible attrition among the company’s account
* Proactive conduct accounts review
* Build strong relationship with KD’s
* Ensure development of customer in territories to increase market presence and visibility
* Critically reviews and analyse sales operation of the assigned area for improvement
* Provides tactical assistance, guidance, and training to KD’s sales force
* Oversees the expired / damaged stock destruction at KD’s & SD’s
* Making and closing sales
* Communicate and write reports on a timely basis.
* To achieve the sales targets for the assigned Territory as per sales plan ensuring
* coverage, availability, visibility, market hygiene and FIFO meeting specified KPIs

**C0MPANY: NESTLE EQUTORIAL AFRICAN REGION - TANZANIA (** Dar es salaam **)**

**Started on: Aug 2012 – Sept 2014**

**JOB TITLE: KEY ACCOUNT EXECUTIVE**

Description of position.

• Maintain and build relationships with the key accounts.

• Develop and execute a sales and marketing plan for key accounts that meets or exceeds sales and margin targets

• Grow existing product offerings with key accounts while introducing new product opportunities

• Work closely with the various departments in the Marketing industry Nation Wide to ensure the accurate execution of sales orders and account activity

• Provide regular interface with customers to ensure the highest level of customer satisfaction

• Provide direction to the marketing department on key marketing opportunities with the key accounts to support the sales effort

• Provide regular sales reports to the Sales & Marketing team that accurately capture all sales activity

• Seek out and communicate meaningful insights from key accounts and the market

• Direct Customer Service and Sales Associate

**COMPANY: NESTLE EQUTORIAL AFRICAN REGION – TANZANIA (**Dar es salaam)

**Started on: July 2010 – July 2012**

**JOB TITLE: KEY ACCOUNT MERCHANDISER**

Description of position.

* To give company a competitive advantage in the outlet
* Establish, promote and enhance the store’s visual image Strengthen product positioning
* Introducing new product on trade
* Attract shoppers with a better visual appeal
* Enable tighter inventory control and reduction of out-of-stock and expiry stock
* Effective communication tool to create an emotional connect between the shopper and the brand
* Watching forward the competitive company on what they doing in the market to keep the home brands being strong
* Increasing the supermarket and Hypermarket account
* Increase the space of company’s products and marketing material vs. competitor
* Increase company revenue through supporting supermarkets & IMTS stores
* To achieve all aligned KPIs to ensure coverage, availability, visibility, and FIFO meeting specified KPIs

**Started on: SEPT 2009 – JUNE 2010**

**Company: ZAIN TANZANIA LIMITED**

**JOB TITLE: SALES EXECUTIVE – PUBLIC PAYPHONE COAST REAGION (** Dar es salaam **)**

Description of position and responsibilities held.

* To create new point of sales for public payphone
* Help Sales coordinator on developing various retail sales strategy that will have the general impact on Zain Business growth strategy,
* Develop new sales force to meet company sales objectives
* To support electronic voucher vendors through public payphone

**Started on: JULY 2008 TO AUG 2009**

**Company name: ZAIN TANZANIA LIMITED**

**Job Title: FREELANCER PAYPHONE & SIM CARD ACTIVATION (** Dar es salaam **)**

Description of position and responsibilities held.

* To find and create new customer.
* To promote a new product
* To help and maintain the old customer.
* To support new product for branding activities

**QUALIFICATIONS**

**Institute of management & information technology**

**April 2014 – July 2015**

International Adv. Diploma in Business Administration

**Institute of management & information technology**

**April 2011 – March 2013**

International Diploma in Business Management

**Murutunguru secondary school**

**Jan 2004 – Oct 2007**

Certificate of secondary education (3 division)

**HOBBIES & INTERESTS**

* learning new things
* playing basketball
* watching soccer and live shows
* listening music