

KWAME MUSHI



PERSONAL DETAILS

Date of Birth: 12th June 1986
Place of Birth: Dar es Salaam
Nationality: Tanzanian
Gender: Male
Residence: Dar es Salaam
Driver's License: 4001206620

EXPERIENCE

April 2023 - Current

Business Development Officer for Industrial Maintenance International (T) LTD | Dar Es Salaam, Tanzania

About Industrial Maintenance International (IMI) . IMI is the global leader in Technical Assistance Services. IMI has been committed to offering world-class services to clients for more than three decades. The Company offer it's clients and partners an array of services, ranging from the supply of skilled work force up to engineers on Industrial work sites throughout the world to global maintenance. The Company has a yearly capacity of 15 million working hours for contract personnel in several fields including mechanics, electrical, civil works in the Oil & Gas, Power, and Civil Infrastructure sectors.

Role: As Business Developer for the company, responsibility is to spearheading acquisition of new clients for IMI. The activities involve:

- Traveled throughout assigned territory to call on regular and prospective clients to grow and maintain relationships.
- Work closely with IMI VP Africa and provide market information and feedback.
- Develop a potential client list for IMI Tanzania Region
- Developed and delivered progress reports, proposals, required documentation and presentations using Microsoft Office.
- Set up meetings with potential clients and promote IMI Portfolio.
- Acquisition of new clients for IMI through the use of well-developed public speaking skills to pitch business development ideas to company executives and present information to prospective customers.
- Attend relevant forums, networking events to source for clients.
- Manage the Tender application process with IMI support and follow up
- Reviewed existing key client programs and designed and implemented new programs to expand market share.
- Managing client relationships and catering to their business requirements
- Set up and negotiated contracts with customers and closed deals.

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SUMMARY

A hard-working, knowledgeable, and target-oriented Sales and Marketing individual with a history of an extensive successful sales record. Builds and maintains a loyal client base through strong relationship-building skills and excels at devising strategies for increased sales. Also a motivated Business Developer with experience identifying, initiating and growing new customer relationships. Well Skilled in leading prospecting activities, developing proposals and managing customer acquisition processes. Additional expertise working hand-in-hand with sales and marketing teams for seamless customer experiences.

SKILLS

- Excellent interpersonal skills, teamwork and multi-tasking skills
- B2B Salesmanship. Teamwork, Credit Control and Account Management Skills.
- Creative, Out-going and highly motivated character.

SKILLS

- Strategic Negotiation skills, Field Sales and Marketing Experience
- Ability to sell products and services using a consultative sale approach.
- Excellent project management, monitoring and evaluation skills.
- Highly committed and dedicated and Responsive to task assigned and role
- MS Office Package (Word, Excel, Access and Outlook),
- Well Trained in CRM systems such SAGE, and Salesforce
- High skilled in Closing sales
- Well training in business negotiations.
- Well training and equipped to deliver great customer experience

August 2020 - March 2023

Machines Territory Sales Representative for Mantrac Tanzania Ltd | Dar Es Salaam, Tanzania

Mantrac is one of the world largest authorized dealers in Caterpillar equipment's. The company provide industrial leading machines and power solutions for high efficiency, productivity, and profitable operations.

Role: Territory Sales Representative, under Machines Sales Department. Responsible for Assigned territory (Southern Highlands, consisting of 5 Regions) for the following activities: -

- Expanded territory by successfully cold calling, planning territorial visits and negotiating profitable sales offer contracts for Caterpillar Earth moving machines and Warehouse material handling Equipment's.
- Expedited customer problems, after sales concerns and complaints to successful resolution.
- Prepared and delivered presentations to position company offerings as best value to clients and prospects.
- Analyzed and identify potential sales opportunities of caterpillar "CATERPILLAR" earth-moving machines as well Warehouse & Material handling Equipment's within assigned Territory.
- Collaborated with customers to create mutually rewarding and lucrative partnerships.
- Liaised with clients and product development team to recommend product improvements.
- Drove sales of company products and services by meeting with customers using strategic and organized approach. Report on regional sales results (monthly, quarterly, and annually) through the use of Salesforce CRM Software.
- Produced sales documents, finalized deals closure and maintain filed records.
- Presented products and services to prospective customers. Answered customer questions about features, pricing and additional services as well as cross-sell products.
- Identify business opportunities and challenges within the assigned Territory

November 2015 - July 2020

Business Development Manager for JD Pharmacy Ltd | Dar Es Salaam, Tanzania

- Developing and executing the sales and promotion strategy of the company
- Conducting market surveys to explore market needs and opportunities.
- Researching, identifying, and capitalizing on available market opportunities.
- Established new customer accounts using negotiation and sales closing abilities.
- Promoting and selling various products offered by the company.
- Developing sales pipelines through a relationship marketing strategy
- Preparing sales projections and assigning sales targets to Van sales executives
- Supervising, coaching, assigning sales targets to Merchandisers handling Key supermarkets accounts.
- Preparing monthly sales performance reports and maintaining credit control on key accounts
- Maintained open and ongoing communication with clients to meet needs and expectations.

- Negotiating with customers based on company's strategies and operations.

January 2015 - September 2015

Enterprise Sales Executive For Vodacom Tanzania Limited | Dar Es Salaam, Tanzania

Duties and responsibilities:

- Acted as key point of contact for the company, ensured a high standard of customer service is offered to its Enterprise clients.
- Developing and implementing strategic marketing and sales plans
- Maintaining a database of potential clients for building a sales pipeline
- Providing accurate forecast of revenues from enterprise clients
- Ensuring achievement of long-term business from existing clients
- Gathering business intelligence to be used in marketing strategies.
- Evaluating customer preferences to ensure their requirements are met.
- Evaluating pricing offers to ensure competitiveness in the market.

November 2014 - December 2014

Client Liaison Officer (Intern) Alistair Group Tanzania

- Acted as key point of contact for the company, ensured a high standard of customer service by discussing technical problems or necessary solution required and recommending suitable services offered by the company.
- Managing a portfolio of clients and fulfilling service requests appropriately
- Understand clients' needs and how to meet them.
- Handling queries from clients and sorting out problems as they arise.
- Effectively communication with clients through email and phone
- Performing other tasks as assigned by the Operations Manager

February 2013 - June 2013

Customer Service and Operations Intern Commercial Bank Of Africa, CBA | Dar Es Salaam, Tanzania

- Duties and responsibilities:
- Receiving customers attending to their queries
- Providing clients with information about bank products
- Selling/cross-selling bank products using a consultative approach
- Promoted high customer satisfaction by resolving problems with knowledgeable and friendly service.
- Listened to customer needs to identify and recommend best products and services.

EDUCATION AND TRAINING

August 2014

Bachelors in business administration | International Business
Nilai University, Nilai, Malaysia

August 2010

Diploma | Accounting and Business
Nilai University, Nilai, Malaysia , Malaysia

February 2007

Advanced Certificate of Secondary Education (ACSE) | Business
Al-Muntazir Islamic Seminary School, Dar Es Salaam, Tanzania,

November 2003

Certificate of Secondary Education

Al-Muntazir Secondary School, Dar Es Salaam, Tanzania

LANGUAGES

Swahili: First Language

English: C2

Proficient

REFERENCES

Deogratius Lyatonga

Fleet Planning Manager

Alistair Group Tanzania,

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Mr Mohit Zinzuwadia

Head of FMCG Department

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