

FOLARIN OLUMIDE DANIEL

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OBJECTIVE

Highly motivated and results-oriented sales leader with a passion for building high-performing teams and fostering long-term client relationships. Seeking to leverage my 7+ years of experience in FCMG to lead a dynamic sales team delivering sustainable growth.

EDUCATION

Post Graduate Diploma in Professional sales **2016-2017**
Institute Of Certified Sales Professionals Lagos Nigeria

B. Agric (Honor) Soil Science **2003-2008**
Faculty of Agriculture, Obafemi Awolowo University, Ile-Ife.

West African Senior School Certificate **1995-2001**
Senior Secondary School Certificate Examination

Diploma In Microsoft Packages **2000-2000**
Nero Computers, Nigeria AirForce, 81 Air Centre Benin city

Professional Qualification

Associate Member(ICSP)institute of certified sales professionals 2017

EXPERIENCE

Senior Sales Partner **2018-2022**
Multipro Consumer Product Ikeja Lagos state

- Coordinate sales activities with marketing and customer service teams to ensure seamless customer experience and optimal conversion rates.
- Set and monitor ambitious quarterly and monthly revenue targets for team members, providing coaching and support to achieve them.
- Develop and implement strategic route plans for team members, optimizing territory coverage and maximizing lead generation opportunities.
- Deliver comprehensive training programs on product knowledge, sales methodologies, and negotiation skills, fostering continuous skill development for team members.
- Proactively identify and resolve sales-related issues, leveraging available resources such as marketing campaigns, product upgrades, and competitive analysis to deliver effective solutions.
- Manage and take full responsibility for all company resources assigned to team members, including laptops, smartphones, expense budgets, and customer data, ensuring compliance with company policies.
- Generate concise and accurate daily and weekly sales reports for management analysis and strategic decision-making.

Territory Sales Manager (FMCG)

2014-2018

Tolaram Group Nigeria. (First Choice Retailing Limited)

- *Strategically oversee and coordinate operations, developing and executing comprehensive sales strategies for retail chains to maximize revenue and market share.*
- *Lead and develop a high-performing team through recruitment, training, and mentoring, fostering a collaborative and supportive work environment.*
- *Drive sales growth and customer acquisition by implementing effective sales and marketing initiatives, building strong relationships with key decision-makers, and identifying new sales opportunities.*
- *Optimize inventory management and supply chain by forecasting demand and ensuring timely product delivery, while monitoring stock levels to prevent stockouts.*
- *Strengthen customer relationships and satisfaction through exceptional service, collaboration with retail partners, and efficient management of returns.*
- *Analyze sales data to drive continuous improvement, tracking key performance metrics and providing data-driven recommendations to senior management for strategic decision-making.*

Marketing/Sales Officer

2011-2014

AdonaiNet Nigeria Ikeja Lagos state

- *Develop and implement targeted marketing campaigns to promote the PolCom CUG (Closed User Group) among officers and cadets, driving membership growth.*
- *Analyze campaign performance and make adjustments to optimize results.*
- *Drive sales of SIM cards and recharge cards through effective marketing and sales strategies.*
- *Build and maintain strong relationships with existing customers, identifying their needs and offering solutions to retain them.*
- *Develop and implement innovative sales strategies to attract new customers, exceeding sales targets set for the group.*
- *Track and report on sales performance metrics, showcasing the success of implemented strategies.*
- *Build strong relationships with key decision-makers within the officers' groups to secure ongoing support and promotion of the CUG and sales initiatives.*
- *Prepare accurate and insightful daily and monthly reports on marketing campaigns, sales performance, and customer trends.*

Customer Service Representative

2010-2011

- *Police Communication Network Ikeja Lagos*
- *Effectively handled all incoming calls and emails from dealers and subscribers within the CUG account.*
- *Identified and addressed customer queries promptly and efficiently, aiming for first-call resolution.*
- *Collected and logged all customer interactions and requests, ensuring accurate data entry and record-keeping.*
- *Provided clear and concise information about CUG plans, billing, and technical issues.*
- *Proactively identified and escalated complex customer issues to ensure timely resolution.*
- *Utilized [software names] to track customer data, manage tickets, and report on performance.*
- *Received recognition for [awards or achievements], demonstrating outstanding customer service and commitment to client satisfaction.*

SKILLS

- Resilience and Motivation
 - Communication
 - Product Knowledge
 - Problem-solving
 - Relationship Management
 - Attention to detail
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REFEREES

Available on demand

