

ELIJAH OGOGOARODI

P.O.Box 48, Katito, Kenya | +254 727596635 | arodielijah@gmail.com

PROFILE SUMMARY

I am a focused and results-oriented customer sales representative and leader, eager to tackle new challenges and contribute to a forward-thinking organization that values diversity and drives business growth. With a Bachelor of Commerce (BCom) and a Diploma in Business Administration, I bring over eleven years of expertise in sales, marketing, and leadership. My skills include sales and marketing strategy development, client relationship management, and effective portfolio management. I excel in strategic prospecting, negotiation, and multitasking, guided by strong values of integrity, honesty, reliability, and excellence. I aim to leverage my skills and experience to drive sales, foster client relationships, and contribute to the growth and success of a dynamic organization.

KEY COMPETENCIES

- Proven ability to lead and motivate sales teams to exceed targets.
- Skilled in developing and implementing sales strategies aligned with business objectives.
- Expertise in cultivating and managing strong client relationships to drive repeat business and referrals.
- Proficient in analyzing market trends and sales data to forecast accurately and optimize strategies.
- Strong interpersonal skills with a track record of effective communication and negotiation to achieve win-win outcomes.
- Perfect record of attaining all sales and performance objectives
- Strong selling and negotiation skills
- Good documentation and record keeping skills
- Expertise in preparing accurate financial statements and reports in compliance with accounting standards.
- Good working knowledge of ICT systems and proficiency in Microsoft Office Application
- Proven track record of securing profitable new business

PROFESSIONAL EXPERIENCE

Distributions Sales Manager

D-LIGHT SOLAR

Sept 2019 to Date

- Oversee the overall business operations and prepare comprehensive business plans, including budgeting, profitability, and revenue projections for the region.
- Develop strategies to expand market share, improve distribution, and increase market access, while planning tactical initiatives to counter competition and drive business expansion.
- Enhance regional capabilities through development of people and systems, ensuring effective execution of business strategies.
- Manage relationships with key customers, distributors, retailers, and channel partners, and identify new sourcing avenues to boost growth.

Regional Sales Manager

MOBISOL KENYA LIMITED

Feb 2017 – Feb 2019

- Lead regional business operations, including business plan preparation, budget management, profitability, and revenue.
- Develop and implement strategies to expand market share, enhance distribution, and improve market access.
- Plan and execute initiatives to counter competition, drive market and business expansion, and build regional capabilities in people and systems.
- Manage relationships with key customers, distributors, and partners while identifying new sourcing opportunities to increase business volumes and finalize sales strategies.

Territory Sales Manager

M-KOPA KENYA CRED

May 2016 – Feb 2017

- Successfully recruited and onboarded a network of dealers and sub-dealers for M-KOPA Solar, significantly expanding market presence.
- Enhanced sales performance by effectively monitoring and coaching sales agents of dealers and sub-dealers, resulting in improved sales metrics.
- Efficiently managed the placement of orders and conducted transactions, ensuring seamless operational processes.
- Achieved and surpassed territory sales targets through strategic collaboration with dealers and sub-dealers, driving substantial business growth.

Field Sales Manager	
M-KOPA KENYA LIMITED	Apr 2014 – May 2017
<ul style="list-style-type: none"> • Successfully enhanced brand awareness and expanded reach through effective marketing strategies. • Recruited and managed a team of direct sales agents, significantly boosting sales performance. • Executed high product volumes in markets, consistently meeting and surpassing office targets. • Ensured strong market presence by maintaining up-to-date visibility, enhancing recognition and engagement. 	

Territory Sales Manager, Kisii Region	
TELKOM KENYA LIMITED	Jan 2013 – Apr 2014
<ul style="list-style-type: none"> • Successfully recruited and supported sales dealers and their agents, enhancing activation and performance through effective coaching. • Increased brand visibility and market presence through strategic marketing initiatives. • Strengthened customer relationships and ensured continuous availability of orange scratch cards and lines, improving customer satisfaction. • Consistently achieved and exceeded sales targets by fostering effective collaboration with multiple dealers. 	

Sales Area Manager, South Nyanza	
MOBICOM KENYA LIMITED	Feb 2011 – Jan 2013
<ul style="list-style-type: none"> • Managed operations across Kisii, Migori, Rongo, Mboga, and Homa Bay, overseeing target achievement in each location. • Monitored and ensured sales agents in multiple shops met their performance targets. • Maintained up-to-date accounts for all designated shops. • Ensured sufficient stock levels and promoted product awareness in the region. 	

Shop Manager	
MBITA, MOBICOM KENYA LIMITED	Feb 2011 – Jan 2013
<ul style="list-style-type: none"> • Exceeded shop targets consistently through strategic planning and proactive management. • Optimized inventory management, ensuring adequate stock levels for seamless day-to-day operations. • Increased customer base by actively supporting staff in customer recruitment through targeted market visits. • Enhanced product visibility and market presence by implementing effective merchandising strategies within shop areas and covered markets. 	

EDUCATION	
Second Class Honors, Upper Division	
UNIVERSITY OF NAIROBI, BACHELOR OF COMMERCE (BCOM)	2013 – 2016
Diploma in Business Administration - Credit	
JOMO KENYATTA UNIVERSITY OF AGRICULTURE & TECHNOLOGY	2012 – 2013
P1 Certificate	
KAMAGAMBO TEACHERS TRAINING COLLEGE	2006 – 2008
Kenya Certificate of Secondary Education	1996 – 1999

ACHIEVEMENTS	
<ul style="list-style-type: none"> • Able to move the region revenue from USD 360,000 to 750,000 • Able to co-ordinate a formidable team that were able to deliver revenue given • Recruit and coordinate a team that were able to deliver without a constant follow up. 	

REFEREES	
Available Upon Request	