

[YOUR NAME SURNAME]

Sales Representative

[City, Province]

[Cell number] · [Email]

[LinkedIn] (optional)

[Driver's licence + own car / licence only] (optional)

PROFESSIONAL SUMMARY

Sales representative with [X] years' experience in [industry, e.g. FMCG / building supplies / telecoms / office consumables / medical devices]. Strong in lead generation, customer relationship management, quoting and closing, and after-sales support. Known for consistent follow-up, accurate reporting and professional client service across [type of customers, e.g. SMEs / retail stores / contractors]. Confident using [CRM name] and MS Excel for pipeline tracking and reporting.

KEY SKILLS

- External sales and client visits (route planning and time management)
- Prospecting: cold calling, referrals, walk-ins and reactivating old customers
- Pipeline management and forecasting
- Quotations, pricing requests and basic margin awareness
- Negotiation and objection handling
- CRM and reporting: [CRM], Excel, email follow-ups
- Customer service, after-sales support and issue resolution
- Product knowledge and basic competitor awareness
- Teamwork with admin, dispatch, merchandising and finance
- Languages: [English], [isiZulu], [Xitsonga], [Afrikaans]

WORK EXPERIENCE

Sales Representative (External) – [Company Name], [City]

[Month Year] – Present

- **Built and kept a consistent prospecting routine** (daily call blocks and weekly client visits), with all pipeline activity recorded in [CRM/Excel].
- **Converted enquiries into confirmed orders** by responding within agreed turnaround times, sending clear quotes and following up until a decision was made.
- **Improved account retention** by setting follow-up reminders, checking stock and lead times early, and resolving issues with dispatch and admin before they became complaints.
- **Supported revenue growth** through upselling and cross-selling (e.g. accessories, add-ons, alternative products when stock was limited).
- **Kept reporting accurate:** weekly pipeline updates, visit reports, and notes on customer needs and next steps.

Key duties: New business development, client visits, quoting, order follow-up, basic credit application support, after-sales queries and coordination with internal teams.

Sales Assistant / Internal Sales Support – [Company Name], [City]

[Month Year] – [Month Year]

- **Handled inbound enquiries** by phone, WhatsApp and email, making sure customers got the correct product information and pricing.
- **Prepared quotes and captured orders** accurately, reducing rework by double-checking quantities, product codes and delivery details.
- **Supported the external sales team** with client confirmations, follow-up calls and updating spreadsheets and CRM notes.
- **Built customer trust** through polite communication and clear updates on delivery lead times and stock availability.

Promoter / Merchandiser / Call Centre Agent – [Company Name], [City]

[Month Year] – [Month Year]

- Developed confident customer communication and learned to handle objections calmly.
- Explained product benefits clearly and recommended options based on customer needs.
- Captured customer details accurately for follow-up and promotions.

EDUCATION

National Senior Certificate (Matric) – [School], [Year]

Subjects: [Optional, if relevant: Maths / Maths Lit / Business Studies / Accounting]

[Certificate / Diploma / Degree] – [Institution], [Year or "In progress"]

COURSES AND CERTIFICATIONS

- [Sales / Negotiation course] – [Provider], [Year]
- [CRM training, e.g. Salesforce / Sage / Pastel / HubSpot] – [Provider], [Year]
- [Product or compliance training] – [Provider], [Year]

TOOLS

- CRM: [Name] (or "basic CRM experience" if limited)
- MS Excel (tracking, basic formulas), Word, Outlook
- WhatsApp Business and email follow-ups

ADDITIONAL INFORMATION

- Driver's licence: [Code]
Own vehicle: [Yes/No]
- Willing to travel: [Yes/No]
- Available for weekend promotions: [Yes/No]
- Notice period: [Immediate / 2 weeks / 1 month]

REFERENCES

Available on request.