

AJEPE ODUNAYO OLUFEMI

Ilorin

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SUMMARY

A seasoned dynamic sales leader with verified year after year success achieving revenue, profit and business growth objectives within changing and rapidly evolving pharmaceutical business. Sales professional with strong focus on building and maintaining client relationships, driving revenue growth, and managing sales teams. Adept at conducting market research, developing sales strategies, and implementing effective sales processes. Strong communicator with knack for negotiating and closing deals, ensuring customer satisfaction and repeat business.

ACHIEVEMENTS

- I was able to turn potential customer into A-list customer.
- I achieved a territorial target and was declared best supervision of the year for two consecutive years.
- Significant increase in customer database.
- I brought on board all the Government hospitals, Health care and institution in my assigned territory.
- I brought on board more notable distributors.

SKILLS

- Persuasion skill
- Negotiation skill
- Management skill
- Effective communication skill

EXPERIENCE

January 2020 - July 2025

Sales Manger Bioraj Pharm Ltd

- Supervising the sales team and building a long term customer relationship.
- Develop and implement effective sales strategies.
- Leads the sales team to achieve individual sales Target.
- Negotiate and close agreement with large customers.
- Monitor and analyze Performance and suggest improvements.
- Prepare annual, quarterly, monthly, and weekly sales reports.
- Performs research and identifies new potential customers and new market opportunities.
- Provide timely and effective solutions aligned with customers' needs.
- Ensure all credits are paid timely.

June 2014 - June 2019

Area Manager for South Miraflash Nig Ltd

- Reporting to the National Sales Manager.
- Achieve growth and hits sales target by successful managing the sales team.
- Developing and implanting go to market strategies aimed at unlocking and achieving agreed sales target.
- Organize brand promotion, drive brand development and market activation.
- Design and implement a strategic business plan that expands the company's customer base and ensures its strong presence is felt in the market.
- Cultivate and maintain effective business relationships with executive decision makers in institution.
- Studying and analyzing customer life cycle.
- Performance monitoring, field research and evidence gathering/strategic planning.
- Provide leadership and direction in sales administration/policies formulation and implementation, regulations, compliance and improvement plan.

February 2010 - May 2014

Sales Supervision, West Miraflash Nig Ltd

- Business development.

- Business acumen
- Information technology (IT) skills
- Technical experience
- Marketing/Advertising experience
- Strategic planning
- Business development
- Performance monitoring
- Account management

REFERENCES

- Mr. Bode Ayenibiowo, +2348034959638, Miraflash Nig Ltd, 2-8 Success Estate, Magboro, Ogun State
- Mr. Olaitan Shola, +2348037290452, Ola Mathnics Pharmacy, Balogun Gambari Road, Ilorin, Kwara State
- Mr. Adesola A. Adeleke, +2348038443822, S. Ade Pharmacy, Balogun Gambari Road, Ilorin, Kwara State

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- Prospecting and conducting face to face sales cells with Doctors and healthcare professional throughout assigned territory.
- Managing existing big customer and prospect for new ones.
- Turning B-list customers into A-list customers.
- Monitoring competition by gathering current market place information on pricing, new product and merchandising techniques.
- Improve product knowledge and sales techniques.
- Deliver presentations to doctors, pharmacists and other healthcare professionals.

February 2008 - January 2010
Sales Representative Kwara and Kogi Miraflash Nig Ltd

May 2000 - January 2007
Sales representative Kwara and Kogi Falma Organic Ltd

January 1992 - January 1993
National Youth Service Corps Okeho/Iganna Grammar School | Oyo State, Nigeria

TRAINING

- Modern sales and marketing techniques, Industrial Training Funds (ITF), 2020-02-01
- Advance selling skills, Laider Training Consult, 2019-01-01
- Fundamentals of detailing, Bezaleel Healthcare Ltd, 2018-01-01
- Management and Trade Marketing for Results, White Tulip Training, 2017-01-01
- Sales and productivity Enhancement, CAFUS OBED Foundation, 2016-01-01
- Effective credit Management/Debt Recovery Strategies, CAFUS OBED Foundation, 2015-01-01
- Product Knowledge and attributes of an effective/efficient sales representative, Boscov S Co. Human Capital Developers, 2014-01-01
- The selling Edge workshop for sales Representative, Al mega consulting, 2013-01-01

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CERTIFICATIONS

National Youth Services Corps (NYSC), 1993-01-01

EDUCATION

07/2026
Masters of Business Administration | Marketing
National Open University

01/1993
National Youth Services Corps
Okeho/Iganna Grammar School, Okeho, Oyo State

01/1992
Higher National Diploma | Business Administration and Management
The Federal polytechnic, Ado-Ekiti, Ado-Ekiti, Ekiti State

01/1989
National Diploma | Business Administration and Management
The Federal polytechnic, Ado-Ekiti, Ado-Ekiti, Ekiti State

01/1986
West African School Certificate
Methodist comprehensive High School, Aiye Ekiti, Ekiti State