# YOLEMI OLUWAKAYODE OREDUGBA

**Customer Relationship & Consultative Sales Professional**

**B2C Sales | Financial Services | Customer Education | Business Development | Relationship Management**

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# PROFESSIONAL SUMMARY

Customer Relationship and Consultative Sales Professional with over seven years of experience guiding customers through informed purchasing decisions across financial services, education, and business development.

Experienced in managing the complete customer journey—from prospecting and qualification through consultation, solution recommendation, follow-up, and long-term relationship management. Recognized for building trust quickly, simplifying complex information, understanding customer needs, and helping people make confident decisions without high-pressure sales tactics.

My background in banking, insurance, entrepreneurship, and education provides a unique ability to combine commercial awareness with exceptional communication, relationship building, customer education, and consultative selling. Adaptable, technically curious, and enthusiastic about learning complex products while delivering premium customer experiences.

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# CORE COMPETENCIES

- Consultative Sales
- Customer Relationship Management
- Solution Selling
- Full Sales Cycle Management
- Needs Assessment
- Customer Education
- Objection Handling

- High-Value Customer Conversations
- Business Development
- Pipeline Management
- Lead Qualification
- Sales Closing
- Customer Retention
- Follow-up Strategy
- Negotiation
- Communication & Presentation
- Cross-cultural Communication
- CRM Systems
- AI Productivity Tools
- Microsoft Office & Google Workspace

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# PROFESSIONAL EXPERIENCE

## Retail Insurance Sales Manager

**Mutual Benefits Assurance Plc.**
*Promoted from Executive Marketer based on outstanding sales performance*

**2018 – February 2019**

- Managed the complete customer journey from prospecting and qualification through consultation, recommendation, policy issuance, renewals, and long-term relationship management.
- Conducted consultative conversations to understand customers' financial priorities before recommending tailored insurance solutions.
- Simplified complex insurance and financial concepts, enabling customers to make informed purchasing decisions confidently.
- Built long-term client relationships that generated repeat business, referrals, and strong customer retention.
- Managed multiple customer opportunities simultaneously while maintaining structured follow-up and accurate documentation.
- Mentored and motivated team members while monitoring performance against business objectives.
- Consistently exceeded sales targets, leading to promotion into a management role.

### Key Achievements

- Promoted to Retail Insurance Sales Manager based on exceptional performance.
- Ranked among the **Top 10 Insurance Sales Professionals Nationwide (2017).**
- Awarded **Most Outstanding New Marketer.**

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# Executive Marketer & Financial Advisor

**Mutual Benefits Assurance Plc.**

**2016 – 2018**

- Identified prospective customers through networking, referrals, and proactive business development.
- Conducted customer consultations to understand financial goals and recommend suitable insurance solutions.
- Managed daily prospecting activities, making between **50 and 100 outbound calls** for lead generation, policy renewals, appointment scheduling, customer education, and retention.
- Explained insurance products in clear, customer-friendly language that improved customer understanding and confidence.
- Maintained detailed customer records while ensuring consistent follow-up throughout the sales cycle.

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# Senior Retail Sales Associate

**Sterling Bank Plc.**

**2019**

- Guided customers through banking products and financial services by identifying individual needs and recommending suitable solutions.
- Built trusted customer relationships through professional communication and exceptional service delivery.
- Simplified banking products and financial services into easy-to-understand information for customers.
- Maintained accurate customer records and complied with operational and regulatory procedures.
- Contributed to customer acquisition and portfolio growth through consultative engagement.

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# Founder & French Language Specialist

**Easy French with Yolo | Remote**

**2020 – Present**

- Deliver personalised coaching to children, students, and working professionals seeking academic, professional, and relocation language goals.
- Prepare candidates for DELF, TEF, and TCF examinations required for study, employment, and immigration.
- Tailor learning solutions according to each learner's goals, experience level, and preferred learning style.
- Simplify complex language concepts into practical, engaging lessons that improve confidence and measurable outcomes.
- Build long-term client relationships through personalised coaching, consistent follow-up, and ongoing support.
- Develop digital educational resources using modern technology and AI-assisted productivity tools.

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# French Language Teacher

**Pottersville College, Lagos**

**2025 – Present**

- Teach French across Junior Secondary School while preparing students for the BECE examination.
- Develop engaging lessons that simplify complex language concepts and encourage active participation.
- Taught English Language and Civic Education to Senior Secondary students.
- Supported Upper Primary English by teaching Grammar, Comprehension, and Creative Writing following departmental staffing changes.
- Collaborate with colleagues to maintain high academic standards and student development.

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# French Language Teacher

**Holywood International Bilingual School**

**2015**

- Delivered engaging French lessons using interactive teaching methods.
- Established the school's French Club to promote language learning beyond the classroom.
- Designed learning resources that improved student engagement and communication skills.

## French, English & Literature Teacher (NYSC)

**2014 – 2015**

- Taught French, English Language, and Literature to secondary school students.
- Led educational outreach programmes contributing to the re-enrolment of over **1,000** out-of-school children.
- Founded the **Start With English & French (S.W.E.F.)** Language Initiative.
- Served as President of the NYSC Community Development Service (Education Group).

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# ADDITIONAL PROFESSIONAL EXPERIENCE

**Business Owner** – Logistics Enterprise

**Front Office Executive** – The Cromwell Courtyard Hotel

**Real Estate Consultant** – Leeway Properties Ltd.

**Advertising Sales Executive** – TW Magazine Ltd.

These roles strengthened my customer service, communication, administration, negotiation, relationship management, leadership, and business development skills.

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# EDUCATION

### University of Lagos

**Bachelor of Arts (B.A.) French Language**

Second Class Honours

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### Diplôme d'Études en Langue Française (DELF)

**Level B2**

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**Command Secondary School, Ibadan**

Senior School Certificate Examination (Science)

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# SELECTED ACHIEVEMENTS

- Top 10 Insurance Sales Professional Nationwide
- Most Outstanding New Marketer Award
- Promoted to Retail Insurance Sales Manager based on performance
- Founder, Start With English & French (S.W.E.F.)
- Led outreach programmes contributing to the re-enrolment of over 1,000 children
- President, NYSC Community Development Service (Education)

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# PROFESSIONAL STRENGTHS

Throughout my career, I have consistently helped customers and learners understand complex information before making important decisions. Whether advising clients on financial protection, explaining banking products, or teaching French language concepts, I have developed the ability to simplify technical information, build trust quickly, ask thoughtful questions, and guide people confidently through decision-making processes. These transferable skills position me strongly for consultative, education-focused sales environments involving high-value products and long-term customer relationships.

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# LANGUAGES

**English:** Native / Fluent

**French:** Professional Working Proficiency (DELF B2)

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# INTERESTS

- Football (Active player with a passion for teamwork, resilience, discipline, and leadership)
- Continuous Learning
- Educational Technology & AI
- Cross-cultural Communication
- Personal Development
- Community Service