

# LEE-ANNE

## Business Development & Sales Executive

Gqeberha (Port Elizabeth), South Africa

### PROFESSIONAL SUMMARY

*A highly motivated and results-driven Business Development Executive with extensive experience in driving business growth and developing strategic partnerships. Punctual and professional, with a proven track record in lead generation, relationship management, and exceeding sales targets across diverse industries. Capable of working unsupervised or within a team to deliver high standards of work in fast-paced, challenging environments.*

### KEY SKILLS

- Strategic Lead Generation & Prospecting
- Relationship & Account Management
- Sales Negotiation & Closing
- CRM Data Management & Analytics
- Solution-Oriented Problem Solving
- Excellent Interpersonal Communication
- Proactive Business Development
- Competitor & Market Trend Analysis

### PROFESSIONAL EXPERIENCE

#### Business Development Executive

June 2021 - Present

#### Leading Energy & Utilities Consultancy

- **Lead Generation:** Identify decision-makers through cold calling and qualify prospects using databases and referrals to maintain a consistent sales pipeline.

- **Business Development:** Differentiate company offerings through effective value proposition pitches and collaboration with marketing for targeted campaigns.
- **Sales Support:** Coordinate with internal teams to ensure a smooth transition for new clients and provide accurate weekly sales forecasts and revenue projections.
- **Relationship Management:** Nurture long-term client satisfaction to drive repeat business, identifying upselling and cross-selling opportunities via CRM systems.

## **Sales Representative**

**2017 - 2017**

### **Industrial Chemical Supplier**

- Developed and executed sales strategies to meet targets within the chemical industry, building a robust pipeline through networking and cold calling.
- Managed existing accounts, conducting product demonstrations and addressing technical inquiries to ensure high levels of customer satisfaction.
- Negotiated pricing, terms, and conditions to secure deals while monitoring competitor pricing and market activity.

## **Membership Consultant**

**2016 - 2017**

### **International Health and Wellness Franchise**

- Identified and prospected potential clients in the wellness sector, tailoring membership packages to specific health needs.
- Maintained CRM pipeline and conducted member surveys to ensure retention and service excellence.
- Demonstrated equipment usage and product effectiveness to drive high-value sales and personal training upsells.

## **Sales Representative and Trainer**

**2015 - 2016**

### **Specialized Fitness & Technology Studio**

- Managed the full sales cycle from lead generation (referrals/networking) to closing and onboarding.
- Conducted individual technical sessions, BMI tests, and physical measurements while upselling nutritional supplements.
- Utilized Zoho CRM for reporting and tracking sales performance against monthly targets.

## Account Coordinator

2013 - 2015

### Leading Internet Service Provider (ISP)

- Acted as the primary link between Sales and Operations, facilitating pre-sales documentation and technical project timelines.
- Utilized Oracle to create billing and service accounts, ensuring accurate service delivery for corporate clients.
- Facilitated cross-departmental meetings to ensure all documentation met internal project management and compliance standards.

## Sales Coordinator / Receptionist

2009 - 2013

### Leading Office Automation Provider

- Managed sales dashboards, diary coordination for senior management, and distribution of price lists and leads.
- Processed contracts via AS400 and managed credit applications with various finance houses.
- Maintained ISO documentation and procedures for prospective internal and external audits.

## TECHNICAL PROFICIENCIES

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**Systems & Software:** MS Office (Excel, Word, PowerPoint), Oracle, Zoho CRM, Salesforce/Siebel, SharePoint, AS400, Linc, Harvester, InForm, Opera.

## EDUCATION

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### Matric (Grade 12 Certificate)

Alexander Road High School