

# DANIEL

## Sales Development Representative

RooCruit

Cape Town, South Africa

### PROFESSIONAL SUMMARY

I am a highly motivated, versatile, and independent sales professional with a proven track record in driving business growth across diverse industries. With a strong foundation in business structures and information systems, I specialize in the full sales cycle, from strategic prospecting and cold outreach to product demonstrations and closing deals. I am a dedicated "go-getter" who thrives in team-oriented environments and is passionate about the pivotal role sales plays in organizational success.

### KEY SKILLS

Cold Calling & Prospecting

BANT Lead Qualification

HubSpot CRM (Proficient)

Microsoft Office Suite

Sales Pipeline Management

Technical Product Demonstrations

Business Information Systems

Website Design Knowledge

### PROFESSIONAL EXPERIENCE

#### Sales Development Representative

09/2022 – Present

*International B2B Recruitment Technology Company*

Responsible for outbound sales outreach for an AI-driven Talent Acquisition platform targeting the UK market (Security, Healthcare, Logistics, and Manufacturing sectors). Managed the end-to-end sales cycle from initial cold contact to closing.

- Conducted 100+ outbound cold calls daily to HR and Recruitment Managers.
- Utilized multi-channel prospecting via LinkedIn, cold email, and phone calls.
- Qualified leads based on BANT (Budget, Authority, Need, Timeline) criteria.

- Conducted technical platform demonstrations for high-value prospects.
- Maintained CRM integrity within HubSpot, ensuring accurate pipeline reporting.
- **Achievements:** Promoted to Digital Sales Team within 9 months; Conducted 30,000+ cold calls; Provided CRM and product training for new team members.

### **Inhouse Sales Executive**

**05/2019 – 06/2022**

*Specialized Industrial Manufacturing & Construction Supplier*

Managed technical sales for account and cash clients within the construction and sheet metal industries.

- Calculated material quantities from complex building plans and technical diagrams.
- Generated accurate quotes for industrial and residential roofing materials.
- Processed high-volume account and cash sales transactions.
- **Achievements:** Consistently achieved monthly sales figures exceeding R1M+ throughout 2020 and 2021.

### **Storeman and Operations Assistant**

**07/2017 – 05/2019**

*International Fastener Import & Distribution Firm*

- Coordinated national dispatch and order fulfillment for large-scale contractors.
- Managed stock control and offloading of imported shipping containers.
- Oversaw packaging and retail distribution for major hardware franchises.

### **Site & Maintenance Manager**

**05/2016 – 06/2017**

*Landscape Development & Maintenance Firm*

- Managed onsite operations for a 124-house development project.
- Led a team of 12 staff members through nursery construction and estate planting.
- Oversaw soil retention and large-scale landscape maintenance phases.

## **EDUCATION**

### **Bachelor of Commerce (BCom) | 2019 – Present**

*University of South Africa (UNISA)*

Majors: Information Systems & Business Management

### **Higher Certificate: Economics and Management Sciences | 2018**

*University of South Africa (UNISA)*

## National Senior Certificate (Grade 12) | 2015

*York High School*

### **LANGUAGES**

- **English:** Native / Home Language
- **Afrikaans:** Professional Working Proficiency

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